

LIFE

HOW RED TERROR WRECKED
MY UNIVERSITY—BY LIN YUTANG



HOLLYWOOD FILMS A U.S. CLASSIC:
DANCERS FROM 'OKLAHOMA'

20 CENTS

MAY 2, 1955

LOWEST PRICE — HIGHEST RESALE VALUE!

Mobilgas Economy Run Proves Rambler Gives You Most Miles Per Gallon



MOST MILES per gallon of All! Proved in the 1955 Mobilgas Economy Run by a 6-passenger Rambler Sedan, Hydra-Matic equipped. Rambler offers you America's lowest prices—plus resale value that's 9%

above the low-price field average, according to a leading business magazine. See the new Rambler "Cross Country"—smartest, easiest handling four-door Station Wagon, that's also a carry-all and perfect travel car.



IMAGINE ENJOYING CHAISE LONGUE comfort in a car! And Airliner Reclining Seats—available on all five Rambler models—keep children rested. Driver's seat-back adjusts, too, to reduce tension and fatigue.



YOU CAN OUT-PARK, out-turn, out-manuever them all in Rambler. With shortest turning radius and new ball-and-needle bearing steering, the smallest woman parks so easily that Power Steering is unnecessary.



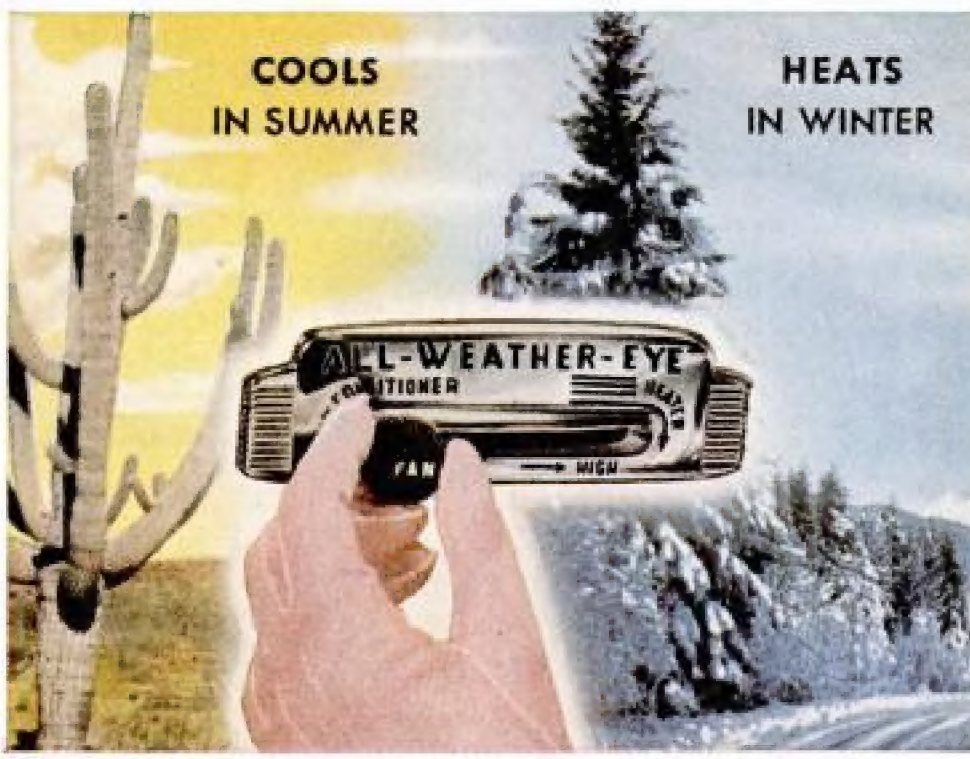
FAMILY fishing, hunting and camping trips are more fun with Twin Travel Beds that make up in seconds out of spacious (5-foot wide) Reclining Seats. Sleep high-and-dry. Insect screens at small extra cost.



NOW ENJOY Rambler smartness, handling ease and up to 30-miles-a-gallon economy at the lowest price of all. Deluxe Club Sedan only **\$1585***



UNLIKE old-type bolted construction, in Rambler the All-Welded Double Strength Single Unit Car Construction extends structural girders completely around passengers. Lastingly rattleproof, its greater durability makes every Rambler, new or used, a better buy.



NOW FOR LESS than the price of an ordinary car, you can buy a Rambler with All-Season Air Conditioning (Patents Applied For) that cools you faster in summer, warms you faster in winter, ventilates the year around with fresh air, filtered of dust and pollen.

THE NEW IDEA

Rambler

**America's Smartest Car
for Town and Travel**

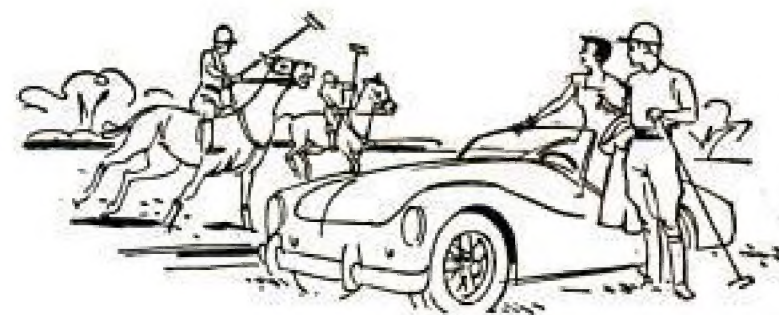
Product of American Motors

*Factory delivered price at Kenosha, Wisc., including Federal taxes. State and local taxes, if any, whitewall tires, All-Season Air Conditioning, Hydra-Matic Drive, and other optional equipment, extra. Travel Rack on Cross Country, Reclining Seats on all Custom Models, standard.

See Walt Disney on ABC-TV. Great new family entertainment.

AT ALL **Nash** DEALERS AND **HUDSON** DEALERS

Tan, Tough and Terrific!



Top Grain
Cowhide
Case

The "Sportster"

3-way portable radio by
PHILCO

Here it is... the true sportsman's idea of what a portable should be! Every detail, from the "custom look" of the stitching to the richness of that genuine top grain cowhide leather case tells you the new Philco 655 is rugged as all outdoors! All that handsome durability is matched by amazing new "pull-in" power and tone quality. The leather case is specially engineered to snap open for easy changeover from AC-DC to batteries. No portable in the industry can touch it at a sensational **\$39⁹⁵*** (less batteries)

FREE! Your signature in gold on the case.

*PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.



The "Overnighter"

**3-way radio and
vanity case in one!**

An exclusive Fashion First in portables. Open the lid—there is your vanity mirror. Then reach into that roomy, water-proof cosmetic compartment. Holds sun glasses, facial tissue, creams, towel, comb... all the personal items so indispensable to a girl's outdoor, week-end living. Top reception on AC-DC or batteries. Philco 665.



The "First Mate" World's most powerful 3-Way Marine portable with built-in flashlight. Vital Marine Band services plus standard AM. Long life batteries make it the perfect standby receiver for outboard cruisers. Philco 667.

Hear Johnny Desmond, star of "Philco Phonorama Time" Saturdays 11:30 to 11:55 A.M. Mutual Radio Network

This One



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Meeting for half the world

Leaders of 29 African and Asian countries confer at Bandung and some friends of the West upset well-laid Communist and neutralist plans.

29



CEYLON'S SIR JOHN

Missouri family Busch

A brewer's countless and devoted descendants retain their baronial fondness for huge homes, fine horses and rip-roaring family parties.

127



EXUBERANT BUSCH

A classic is filmed

"Oklahoma," the world's most successful musical comedy, is made into a spectacular Todd-AO color movie by its creators, Rodgers and Hammerstein.

84



LAUREY IN SURREY

Pink reaches a peak

The traditionally feminine color now appears in almost every form of male apparel and is also causing a rosy flurry in home furnishings.

74



MALE IN PINK

Citadel of freedom wrecked

The famous scholar Lin Yutang exposes the Red sabotage that destroyed hopes of a non-Communist university for the Chinese in southeast Asia.

138



LIN YUTANG

A fiery Spanish fiesta

Valencia depicts its joys, worries and woes in statues, dances happily about them for three days and then burns down the works.

51



MELTING STATUE

Dancers add spectacle and swirling excitement to new-process film version of "Oklahoma," (see pp. 84-90)

COVER

[Speaking of Pictures: Comparison for the world's highest cataract](#) 12

[Letters to the Editors](#) 21

[Friends of the West speak up: Nehru and Chou get a rude awakening at Asian-African conference in Bandung](#) 29

[A Look at the World's Week](#) 38

[Editorial: Can we produce an Einstein?](#) 42

[Sir Winston's hideaway: From Sicily comes word that Churchill's new history will appear in LIFE](#) 47

[Fiesta fun and fire in old Valencia: Spanish city joyously burns statues it built](#) 51

[Death of a genius: His fourth dimension, time, overtakes Einstein](#) 61

[Reading the Bible, cover to cover: Oklahoma Baptists read through the entire Scriptures in a 79-hour marathon](#) 69

[The peak year for pink: Pastel shows up strong in male wardrobes and around the house](#) 74

[Precocious planters: Camp Fire Girls of Wichita, Kan. replace their city's dying trees](#) 79

[Ev'rythin's up to date: "Oklahoma" is finally filmed and in Todd-AO](#) 84

[Old Madonna grows older: Restorer uncovers a Fifth Century painting](#) 94

[Sequel: Little German girl befriended three years ago by a kindly congressman becomes an American citizen](#) 100

[Medical discovery is put to work: Mass polio inoculations begin as the nation pays thanks to Dr. Salk](#) 105

[Otto, real and crazy: A prankish German pianist's ragtime takes over U.S. juke boxes](#) 113

[A reptile that really gets ruffled: The Australian frilled lizard makes a debut in the Bronx](#) 119

[Museum director's choice: Frederick B. Robinson, of Springfield, Mass. Museum of Fine Arts selects a luminous Chardin still life](#) 125

[The baronial Busches of St. Louis: The brewery family and its exuberant way of life. A photographic essay by Margaret Bourke-White](#) 127

[How Reds wreck a free university: Communists thwart a famous scholar's effort to set up a citadel for liberty. LIFE's article, by Lin Yutang](#) 138

[Pulling a big oar at Cornell: Overabundance of manpower gives crew coach a pleasant problem](#) 157

[Salute to "Sam": U.S. celebrates 200th anniversary of Johnson's "Dictionary"](#) 165

[Miscellany: Modern house? Or fire escape?](#) 168

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24—ROBERT L. SOWERS
29—LISA LARSEN
30—HOWARD SOCHUREK—MAP BY TONY SODARO
31—HOWARD SOCHUREK (3), LISA LARSEN—HOWARD SOCHUREK, LISA LARSEN (2), HOWARD SOCHUREK—LISA LARSEN (2), HOWARD SOCHUREK (1)
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113—RALPH CRANE
114—RALPH CRANE
116—RALPH CRANE
119, 120, 122—FRITZ GORO
125—LT. DRAWING BY ADOLPH E. BROTMAN—HAUSAMANN—STEIGER'S; RT. HERBERT ORTH
138—SINGAPORE STRAITS TIMES
139—PETER ANDERSON
140—SINGAPORE STRAITS TIMES
141—DAVID DOUGLAS DUNCAN
142 THROUGH 154—SINGAPORE STRAITS TIMES
157 THROUGH 160—GREY VILLET
165—COURTESY MR. AND MRS. DONALD F. HYDE—WALTER SANDERS
166—WALTER SANDERS COURTESY HERMAN W. LIEBERT—WALTER SANDERS COURTESY COL. RICHARD GIMBEL—WALTER SANDERS
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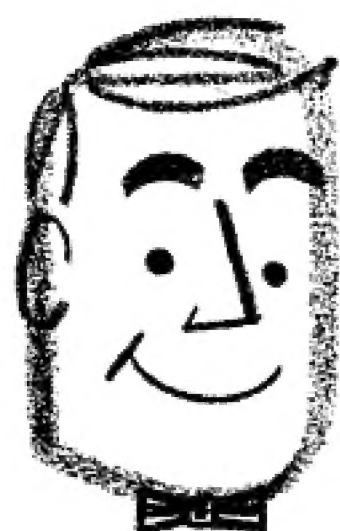
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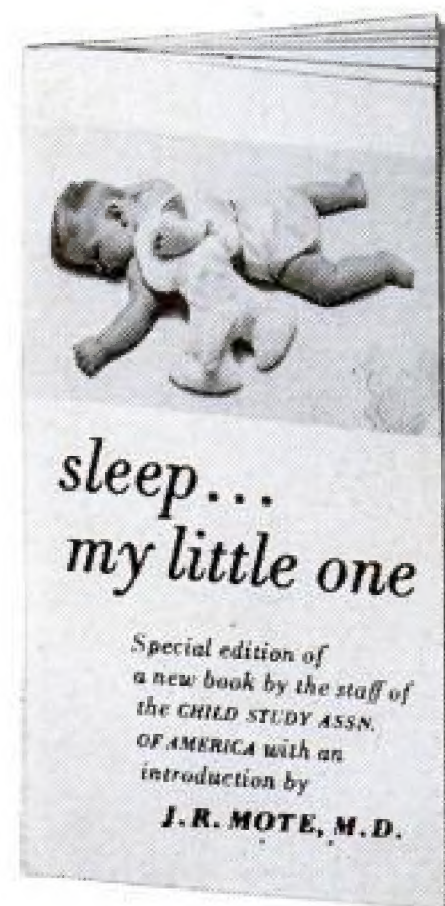
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BELL TELEPHONE SYSTEM





R For mothers —
from Kleinert's

A warmly understanding booklet on sleep patterns and problems of infant and child... prepared especially for Kleinert's by the **CHILD STUDY ASSOCIATION OF AMERICA**. With an introduction by the distinguished medical consultant to Kleinert's,

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Get your free copy at any Infant's department or store.



Doctor-approved Softex Pants are better for baby...asleep or awake!

- They actually help *prevent* diaper rash, chafing, chapping, urine burn.
- Can't overheat baby like ordinary pants; Softex is wetproofed *without* rubber.
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- They cannot bind baby anywhere.
- So safe! Acid-proof, allergy-free.
- Won't crack, peel or stiffen; they're washing-machine-washable with mild soap flakes or powder.



Baby is wearing Kleinert's Softex Pants. Choice of white and baby colors, \$1.00. All sizes.

Baby is sleeping on Kleinert's Dry-Downe flannel-covered Rubber Sheet. White or pastels, crib to carriage sizes, 75¢ to \$3.50.



K
Kleinert's SOFTEX BABY PANTS



Mm-m, no wonder Mother's hoping for a *Whitman's* Sampler



ONLY \$2⁰⁰ A POUND

Mother's Day is Sunday, May 8th!



New and special! Mother's Sampler in a smart summer handbag!

This year Whitman's makes it possible for you to give Mother *two* fabulous gifts in *one*! Her Whitman's Sampler *and* a gay summer handbag. Two styles, deep oblong and shallow square. Whitman's Sampler is the most beloved Mother's Day gift of all!

U.S. Royal

with the greatest



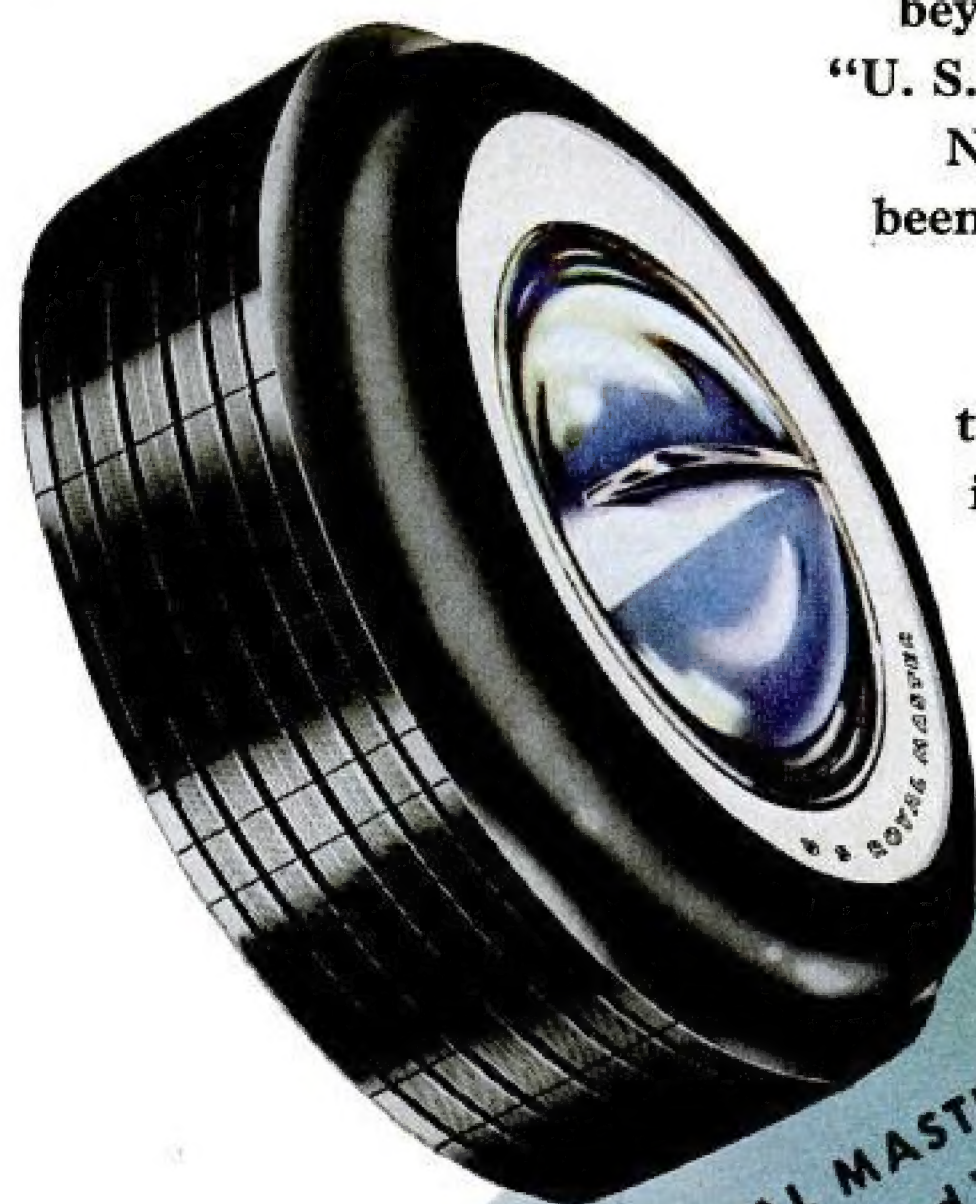
U. S. ROYAL MASTER
in Coloramic Styling



Big and important advances have been made in the performance and styling of today's cars—as you well know. And these advances make new demands on tires. In fact, there never was a time when your tires meant so much to your car's performance and beauty as they mean today.

So you'll be glad to know that big and important advances have also been made in today's tires—advances which put U. S. Royal so well ahead that 1955 becomes—beyond all question—a “U. S. Royal year”.

Never before have we been in position to offer you so many new developments that translate themselves into terms of better tire performance, greater tire safety, smarter tire styling,



U. S. ROYAL MASTER
in Classic Black and White



longer tire mileage, and increased tire values *for you*.

Let's take a look:

In the passenger car field, you have the New U. S. Royal Master—the most advanced nylon tubeless tire of all time. We tell you simply that it is the *safest* tire you can ride on today. It brings to your peace of mind new freedom from the fear of punctures, blowouts, and skids. It brings to your driving a new sense of ease and riding comfort. It brings to your car a new elegance of High-Light styling that complements the best in modern motor-car design.

And now comes a dramatic version of the U. S. Royal Master in *Coloramic Styling*—which



U. S. ROYAL AIR RIDE



U. S. ROYAL 8



goes well ahead

tire advances of 1955



U. S. ROYAL XP-140



offers you, for the first time, the added choice of built-in *colors* to complete the styling of your car!

Then, of course, there's our wonderful new tubeless tire—U. S. Royal 8. This, as you probably know by now, is the tire that set totally new standards of tire performance for the entire industry. It was chosen by top car manufacturers as original equipment for the finest 1955 cars.

It has set new records for riding comfort—and for freedom from tire troubles. And it's yours at no more than you'd pay for a regular tire and tube!

Next comes the famous U. S. Royal Air Ride—the tire that ushered in the "low pressure era". And today it's a bigger value than ever!

Beyond these, stop in to your U. S. Royal Distributor to see the Tire of Tomorrow. It is the new U. S. Royal XP-140, an experimental tire designed to meet the needs of the cars of the future.

The same *well-ahead* position holds true also in truck



U. S. ROYAL
SUPER FLEETWAY

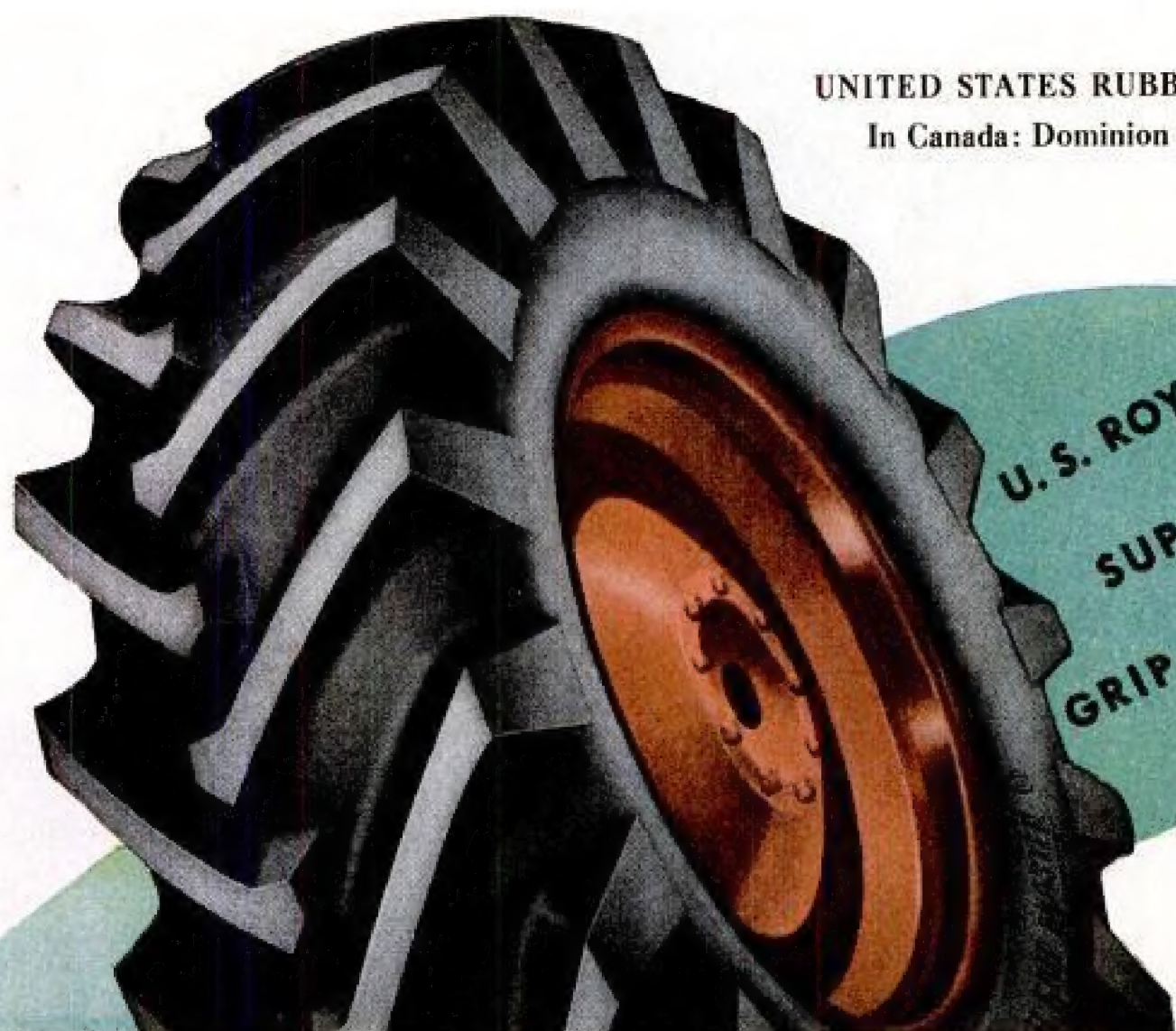


tires, and in farm and tractor tires. Here, U. S. Royal provides a complete line of tires for every type and size of truck engaged in every kind of hauling job... tires for every sort of farm and tractor need.

So we repeat, never before has U. S. Royal meant so much in tires of every type—passenger car, truck, farm, and tractor—as in 1955. See your U. S. Royal Tire Dealer for any and every type of tire you need. You'll be well ahead if you do!



UNITED STATES RUBBER COMPANY
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U. S. ROYAL
SUPER
GRIP MASTER



Watch for the
U. S. ROYAL CAVALCADE OF TIRE PROGRESS
—coming soon to your city



You get "slow-cooked Italian flavor" in this Spaghetti Sauce with Meat

IF YOU WANT to glorify your home-cooked spaghetti, here's the way to do it. Top it with generous pourings of FRANCO-AMERICAN Spaghetti Sauce.

This is a rich, thick, savory *meat* sauce that tastes just like the slow-simmered kind Italians are famous for.

The recipe for our sauce is really quite complicated. Naturally, it includes meat—lots of quality *beef*, chopped into juicy bits. And there are thirteen

other ingredients—such as tomatoes and onions and parsley, garlic and spices.

If you cooked a sauce like this at home, it would use up a lot of your time and patience. But when you serve Franco-American Spaghetti Sauce, all you have to do is heat it! *Three or four minutes!*

Everybody's sure to ask where you got your recipe for this terrific Italian-style sauce. (If you want to take the credit, go ahead. *We won't tell.*)

And when you consider it costs less than 8 cents

a serving—well, don't you think you owe it to your good, home-cooked spaghetti to keep a generous supply of Franco-American Sauce on hand?

Franco-American
SPAGHETTI SAUCE
WITH MEAT



*Reg. U. S. Pat. Off. The Trade Mark for combed, mercerized cotton yarn that must meet high Quality Standards of Durene Association of America, 350 Fifth Ave., N. Y.

The Professor studies a baby's shirt to make you more comfortable

The Professor in his undershirt (it's made of Durene yarn) is our just-for-fun representative of a very serious new science of clothing and comfort.

This science finds that underwear, made of Durene, the quality cotton yarn, keeps the skin nearer to its ideal condition of freshness, dryness and ventilated comfort than any ordinary cotton or man-made fiber.

For day-long, year-round, healthful comfort...for extra wear, extra good looks, ask for Durene-labeled underwear. Stores everywhere have it for men, women and children.

→ **Durene***

The cotton yarn that makes a science of comfort

Would your child



have to be brought up by strangers?

Here's an outstanding opportunity to give your loved ones extra protection...at a cost that fits your budget!

John Hancock's readjustment plan now available at new low cost!

Suppose something happened to you. Would strangers have to bring up your children?

It's true that your wife could probably get a job. But it's hard for a young widow to work *and* still give your children the close, intimate care you'd want them to have.

To avoid this tragedy—and to make sure *she keeps on getting a monthly pay check*—John Hancock offers its Readjustment Plan *at new low cost!*

You can arrange for your pay envelope to continue—or any part of it—no matter what

happens to you. The difficult period of readjustment is made easier. Your family can make the necessary adjustments wisely and gradually...not frantically and impetuously!

You don't have to be a "preferred" risk—and you don't have to buy in large amounts to get this new low cost.

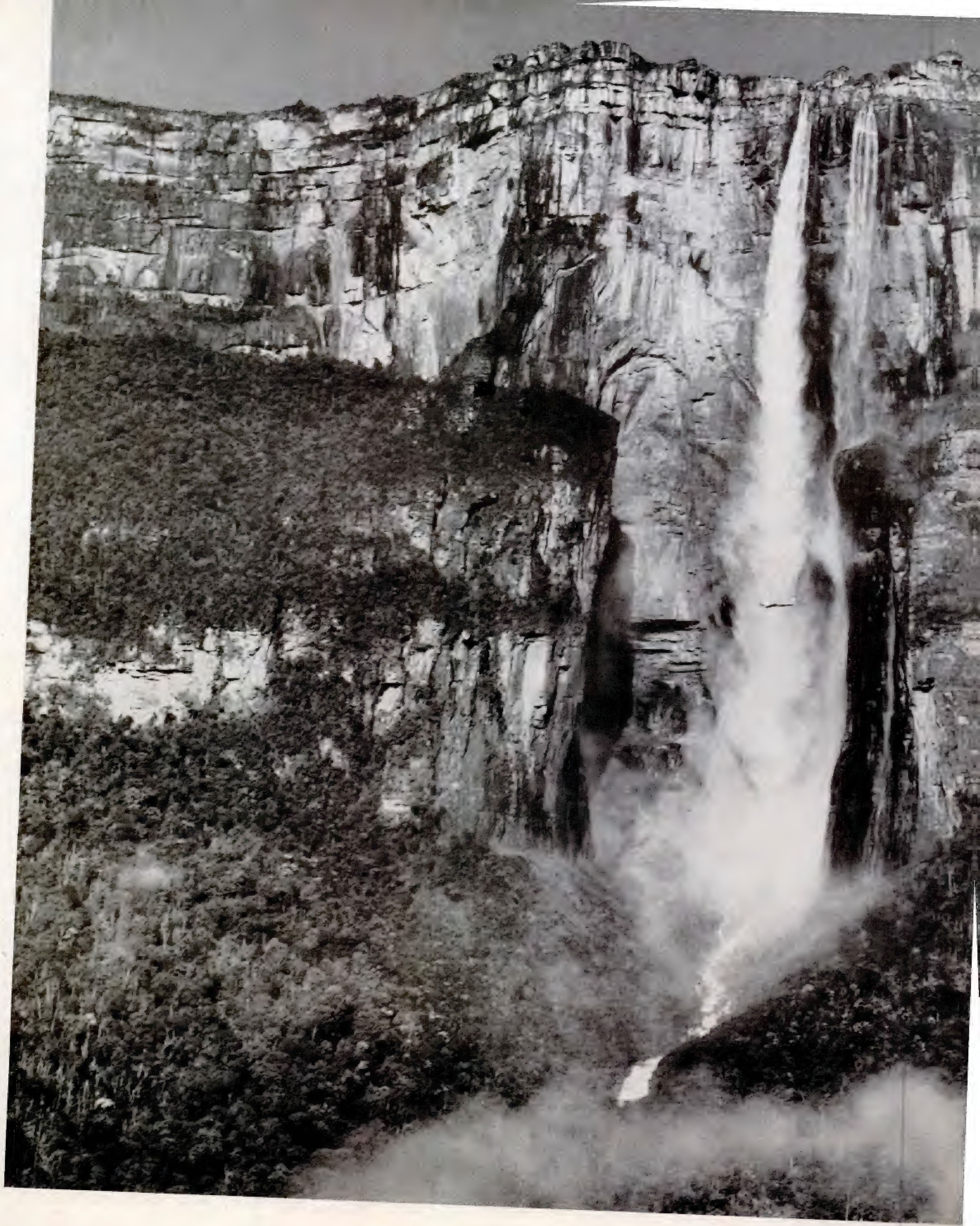
Why John Hancock's cost is low: By streamlining and simplifying—by making sweeping changes in insurance procedures—John Hancock is now able to offer you this new low cost.

Call your John Hancock agent

Ask him to show you how John Hancock's NEW LOW COSTS make it easier for you to have the life insurance you've always needed...and wanted!

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

DEDICATED TO THE INDEPENDENCE AND
FREEDOM OF EVERY AMERICAN FAMILY



Comparison for a Cataract

AIRPLANE GIVES SCALE TO WORLD'S HIGHEST FALLS



Angel Falls in Venezuela is the highest waterfall in the world, with a drop of 3,212 feet—2,648 in one leap and 564 in the remaining falls—that dwarfs Niagara's 167 feet. Set in a jungle, it is also one of the world's most inaccessible falls. Only a few photographers have got close enough to picture it and

most of them have been thwarted by clouds and mist that nearly always shroud the top and bottom. This clear picture is unusual enough in itself. But what makes it unique is that Photographer Ruth Robertson was able to catch a DC-3 passing in front of the cataract and give scale to the immense drop.

WIN \$175,

in this contest introducing

1st PRIZE!
\$100 a Month
for life*
or \$20,000
in cash!

This fabulous first prize can mean an end to money worries for the rest of your life! *Once you reach 55, you'll receive \$100.00 every month, regularly, promptly! One of the world's most respected and reliable Insurance Companies, North American Life & Casualty Co., will forward your check to you! Should the winner be 55 or older, the big \$100.00 a month check begins at once! Here's financial security . . . the chance to travel, enjoy your favorite hobbies, really live! Or if you wish, you can have \$20,000.00 IN CASH AT ONCE! It's the most wonderful chance of YOUR life-time! So, get your free entry blank TODAY!

GUARANTEED ANNUITY FOR LIFE PROVIDED BY NORTH AMERICAN Life & Casualty Co.

Here's the new
Sealy
Posturepedic
Story with
ALL THE
CLUES YOU
NEED TO WIN!

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The Newly Improved
with exclusive
Automatically adjusts your body to



Beware the "Slumber-Sag Mattress!"

It promises to "conform" to your body but all too often it merely lets you down into an 8-hour Slumber Sag, with vital nerves and muscles strained all night long! You can't sleep comfortably unless you sleep correctly.



Beware the "Slumber-Slab Mattress!"

It claims "firmness" but is really only "hardened up"! Sealy's nation-wide success with scientifically designed bedding has produced imitators who CANNOT copy the exclusive Sealy Posture-Perfect Comfort. The result . . . You're distorted, not supported!



Choose Sealy Posture-Perfect Sleep!

Exclusive new Sealy Comfort-Gard automatically adjusts your body to comfortably correct sleeping posture. You sleep as so many doctors advise . . . your body in balance, superbly supported, proving: Sleeping on a Sealy is like sleeping on a Cloud!

000 in PRIZES

new Sealy Posturepedic



2ND PRIZE All-expense PARIS Vacation for 2, Via
TWA AIRLINES!... Plus \$300 to spend as you please!

Glorious two week vacation. Thrilling flight on famous De Luxe CONSTELLATION! Stay at luxury hotel in Paris, see night clubs, restaurants, museums, theatres!

MORE THAN 1900 ADDITIONAL PRIZES

NEW Sealy POSTUREPEDIC MATTRESSES FREE!

Everybody in United States and Canada has a chance to win! In addition to the 3 Grand Prizes, Sealy will award a newly improved Sealy Posturepedic Mattress to one winner from every retail store participating in this fabulous contest!

NOTHING TO BUY!... EASY TO ENTER!

Get your FREE OFFICIAL ENTRY BLANK from any furniture or department store participating in this Sealy \$175,000 Posturepedic contest. Complete winners list available on request after July 15th. This contest subject to Federal, State and Local Regulations.

SEE THE NEWLY IMPROVED SEALY POSTUREPEDIC MATTRESS FEATURES BELOW FOR HELPFUL HINTS ON HOW TO WIN THIS EASY-TO-ENTER CONTEST! Contest closes MIDNIGHT, MAY 28, 1955, so see your Sealy dealer SOON!



3RD PRIZE New 1955 Packard Caribbean
Convertible!... Most exciting car in the world!

With 275 H.P. Engine—Mightiest V-8 in modern cars! Leather upholstery, 2 and 3-tone color combinations! Exclusive Torsion-Level ride!

HERE'S ALL YOU DO TO ENTER:

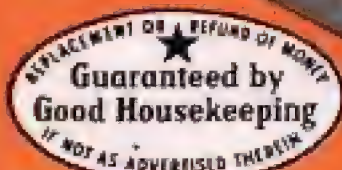
Just write a last line for this Sealy Jingle:

ONCE YOU SLEEP ON A SEALY, YOU'LL SAY:
"WHAT A MATTRESS! IT'S STRICTLY OKAY!"
NEITHER TOO SOFT NOR HARD,
WITH ITS NEW COMFORT-GARD

(Just write a line ending in a word that rhymes with "okay". Here's a sample: "IT'S THE ONE TO KEEP BACK-ACHES AWAY!" You'll probably think of many more, so get started now!)

Sealy Posturepedic
COMFORT-GARD...
comfortably-correct sleeping posture!

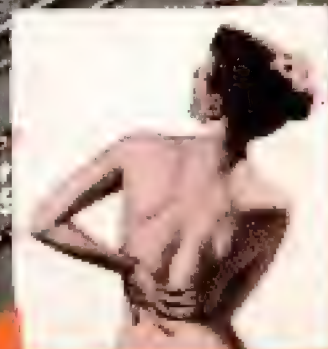
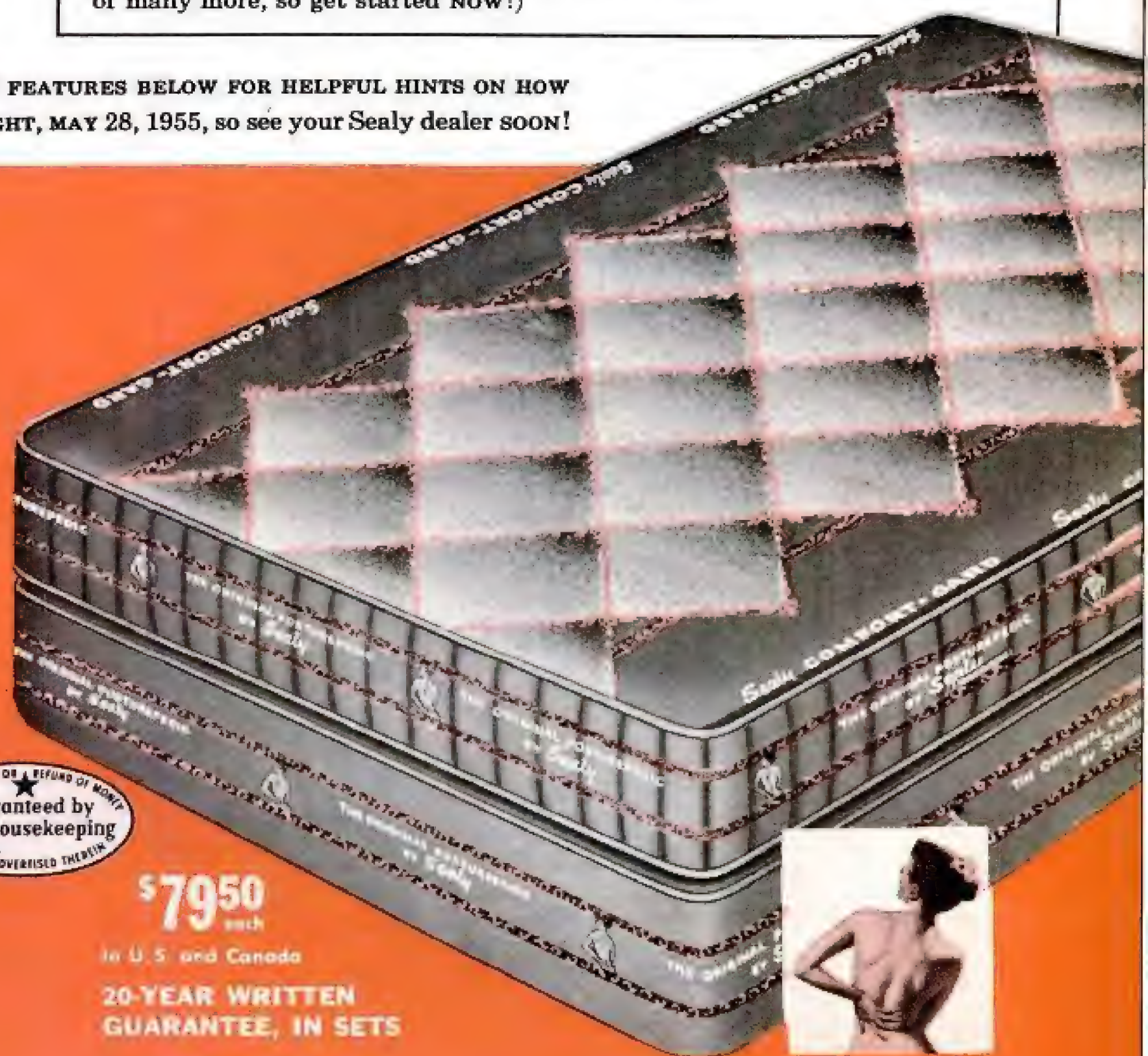
- The most famous mattress designed in cooperation with leading orthopedic surgeons so you can't sleep incorrectly!
- Exclusive COMFORT-GARD means:
Button-free top!... No Buttons, No Bumps, No Lumps!
Life-line construction!... no shifting of mattress padding!
You sleep correctly... the way you sleep comfortably!
"Live action" coils for posture adjustment!
- Scientific firmness... helps relieve morning back-ache (due to sleeping on a too soft mattress)!
- Matching coil-on-coil Posturepedic foundation, for complete posture-perfect sleeping!



\$7950
each

In U.S. and Canada

**20-YEAR WRITTEN
GUARANTEE, IN SETS**



The New Look in Florsheim *LOTOPS ... Gold Rush

Florsheim heads up a
"gold rush"—a rush for
the newest, smartest shade
in the finest shoes
we've ever made! Golden
in color, soft and rich
in texture, and, of course,
LOTOP in line and design.

*If it isn't a Florsheim
it isn't a LOTOP



The BRISTOL, S-1562;
LOTOP, in gold rush
calf and NULON mesh.



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\$17⁹⁵ and higher



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your lips!



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lipstick



it's Revlon's
***new* Lanolite Lipstick**
EXCLUSIVE LIP-SOFTENER

Only lipstick especially made to soften your lips and keep them moist!

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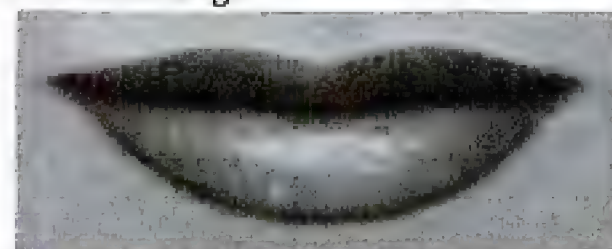
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Send in your names today!



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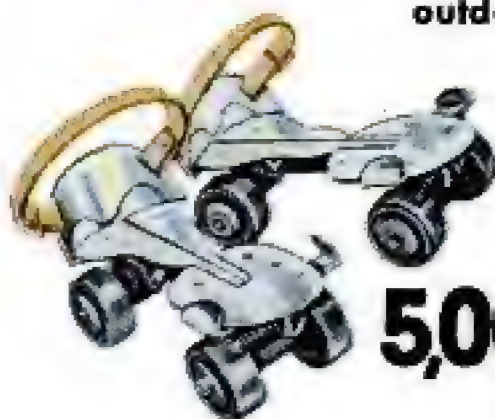
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GREAT PRIZES
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Iridescent super-speed ball-bearing Red
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May 31, 1955. Entries must be postmarked
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3. Each pony name submitted must be
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Enter now—enter often! The more names you enter, the better your chances to win!

LETTERS TO THE EDITORS

BRITON SWABS THE WAVES

Sirs:

Your picture "Briton Swabs the Waves" (LIFE, April 11) had me guessing. Please show the dry dock dry.

MILTON M. ZUROFF

Tempe, Ariz.



DRY DOCK ABOVE WATER

A 'NEW' RELIGION?

Sirs:

Concerning your article, "Have We a 'New' Religion?" (LIFE, April 11): I'm just a middle-aged housewife. I've had four serious operations. I think I know God as much as one needs to know Him. Dr. Peale clarifies and simplifies, for us, the little people, the things we experience daily, but are not able to put into words. Mr. Hutchinson's article slyly distorts the image we have of Dr. Peale and brings forth doubt instead of peace.

EDNA F. BROADBELT

Newton Square, Pa.

Sirs:

My thanks for introducing me to Norman Vincent Peale, a vigorous, cheerful follower of Jesus Christ.

HALE SUTHERLAND

Moylan, Pa.

Sirs:

My answer to Paul Hutchinson's prodigious prognosis: sour grapes!

MRS. F. LOPEZ

Glendale, Calif.

Sirs:

Dr. Paul Hutchinson in his "Have We a 'New' Religion?" consigns Dr. Norman Vincent Peale, Evangelist Billy Graham, Bishop Fulton J. Sheen, Rabbi Joshua L. Liebman and others to what he defines as a "cult of reassurance." Let it be added that, in contrast with other recent, highly personalized and even offensive articles and statements in this same field, Dr. Hutchinson is forthright and scholarly. He prefers to Peale, Graham, Sheen, Liebman and all whom he identifies as apostles of this "new religion," Dr. Reinhold Niebuhr, Dr. Eugene Carson Blake and others. I claim them all!

Was it not St. Paul, often quoted by Dr. Hutchinson, who observed that some are given to be pastors, some evangelists, some teachers—and, he might have added, yet others to be Christian psychiatrists. The 20th Century world is so sick and shaken that every man's worthy gift is required.

Dr. Hutchinson centers his negative criticisms on Dr. Peale, but he, himself, admits that there are those who "say they cannot understand Reinhold Niebuhr." Of Jesus it was written, "The common people heard Him gladly." I am sure this was so because they could understand Him. The vast audience gathered by Dr. Peale suggests that he imitates Jesus.

Dr. Hutchinson also remarks that

most of Dr. Peale's listeners are laymen. Here again Peale follows Jesus, who did not major in preacher or priestly congregations.

But this "cult of reassurance" is no new religion unless Paul, himself, is new. He said, "I can do all things through Christ," and Jesus, who went about "healing all manner of sicknesses and all manner of diseases among the people," was himself a founder of the original "cult of reassurance." Dr. Norman Vincent Peale, without disparagement to any other Christian leader—and he never disparages—never fails to present Jesus Christ as man's only sufficient Savior from sin and as the Great Physician for man's body and soul. I do not think that Peale and these others make religion easy, but, under God, they are very successful in making men and women adequate for life's hardness.

DANIEL A. POLING
Editor

Christian Herald
New York, N.Y.

Sirs:

It is a crying shame to compare that watered-down version of Christianity you call a "new religion" with the teachings of Pelagius. His teachings came closer to the true gospel of Jesus Christ than any man of his day including Augustine, whose philosophical hokus-pokus was the biggest innovation Christianity ever suffered.

JAMES H. LYMAN

Kingsville, Texas

Sirs:

Paul Hutchinson classified Jehovah's Witnesses as a low-brows' religion along with faith healers, spiritualists and snake handlers. He knows nothing about Jehovah's Witnesses.

ANN DOUGREY

Troy, N.Y.

Sirs:

Thank you for Paul Hutchinson's "Have We a 'New' Religion?" It was a fair evaluation of present religious trends in our country. Many people will realize that the "cult of reassurance" has liabilities which must be considered together with its assets.

JAMES W. MARSHALL
Pastor

Embury Methodist Church
Little Silver, N.J.

Sirs:

My thanks to Paul Hutchinson for "Have We a 'New' Religion?" As a student pastor trying to bring the Gospel to three small churches, I was at a loss whether to preach "take up your cross and follow me," or to preach "let me help you get rid of your cross." I now have the answer. I shall not preach on how to get rid of an inferiority complex, but I shall preach the good news, Christ is risen!

NOEL CLARK HOLT
Pastor

The Methodist Churches
of the Dewitt Circuit
Fayette, Mo.

Sirs:

Concerning Paul Hutchinson's article: Thank God a negativistic somebody has finally said what this negativistic nobody has been thinking for a long time!

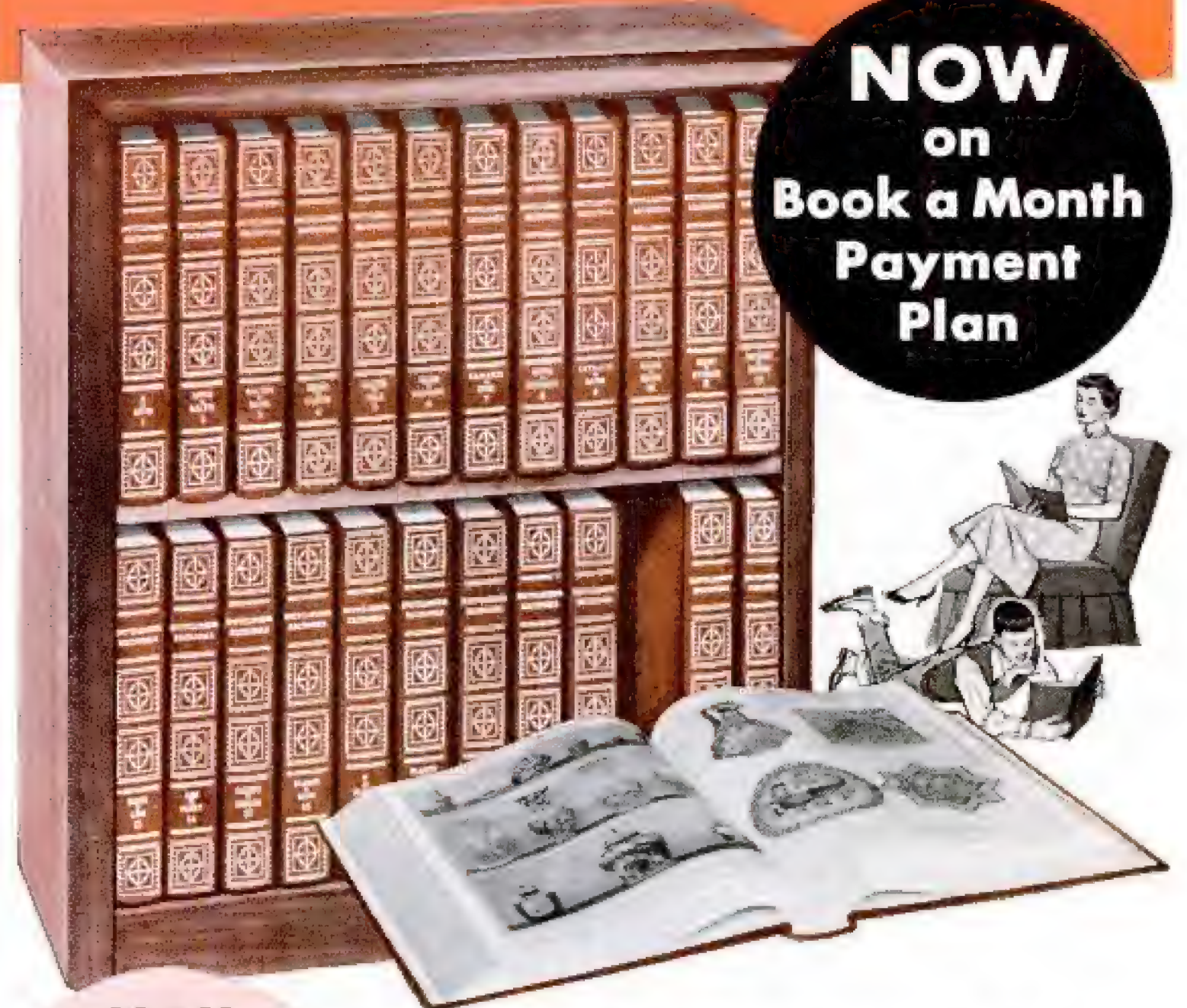
ETHEL L. WILLARD
Deer Park, Texas

Sirs:

Paul Hutchinson's article points out some glaring faults in the current

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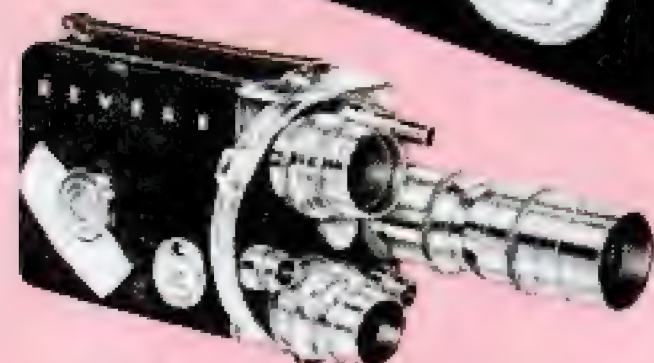


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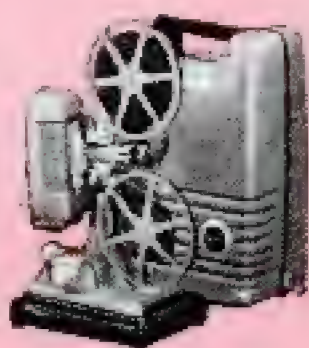
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LETTERS TO THE EDITORS

—CONTINUED—

views of religion. However, is there no middle ground between Dr. Niebuhr's suicidal pessimism and Dr. Peale's infantile optimism? If not, religion will soon be replaced by color television, 3.2 beer or Scrabble.

THOMAS J. CUMMINS
Gardena, Calif.

Sirs:

The "cult of reassurance" would have less appeal if more Christian ministers understood the problems of their congregations. But seldom are we given any guidance in working for God in the everyday world. This is the special insight that gives Dr. Peale his influence—and the wrong Word.

LAURENCE CRITCHELL
Dearborn, Mich.

Sirs:

In *Varieties of Religious Experience*, William James discusses the "mind-cure" movement, popular in the 1890s and amazingly similar to Hutchinson's analysis of the present cult of reassurance: "The mind-cure . . . is a deliberately optimistic scheme of life. . . . It has reached the stage . . . when the demand for its literature is great enough for insincere stuff, mechanically produced for the market, to be to a certain extent supplied by publishers. . . . The leaders in this faith have had an intuitive belief in the all-saving power of healthy-minded attitudes as such, in the conquering efficacy of courage, hope, and trust."

HENRY EVERETT
Johns Hopkins School of Medicine
Baltimore, Md.

WAYS TO GOD

Sirs:

Your editorial on "Ways to God" (LIFE, April 11) gave me a new picture of Christianity. Thank you for a new height in journalism at the Easter season.

ERWIN W. COOK
Winston-Salem, N.C.

Sirs:

Christ's words, "I am the way, the truth, and the life: no man cometh unto the Father but by me," are indeed, as LIFE says, "a simple statement." But it is not true that "taken literally, it would damn all those saintly men who have reached God through other religions." If men in other religions have reached God, it is because God's mercy and justice knows no "alien saints." These men may attain

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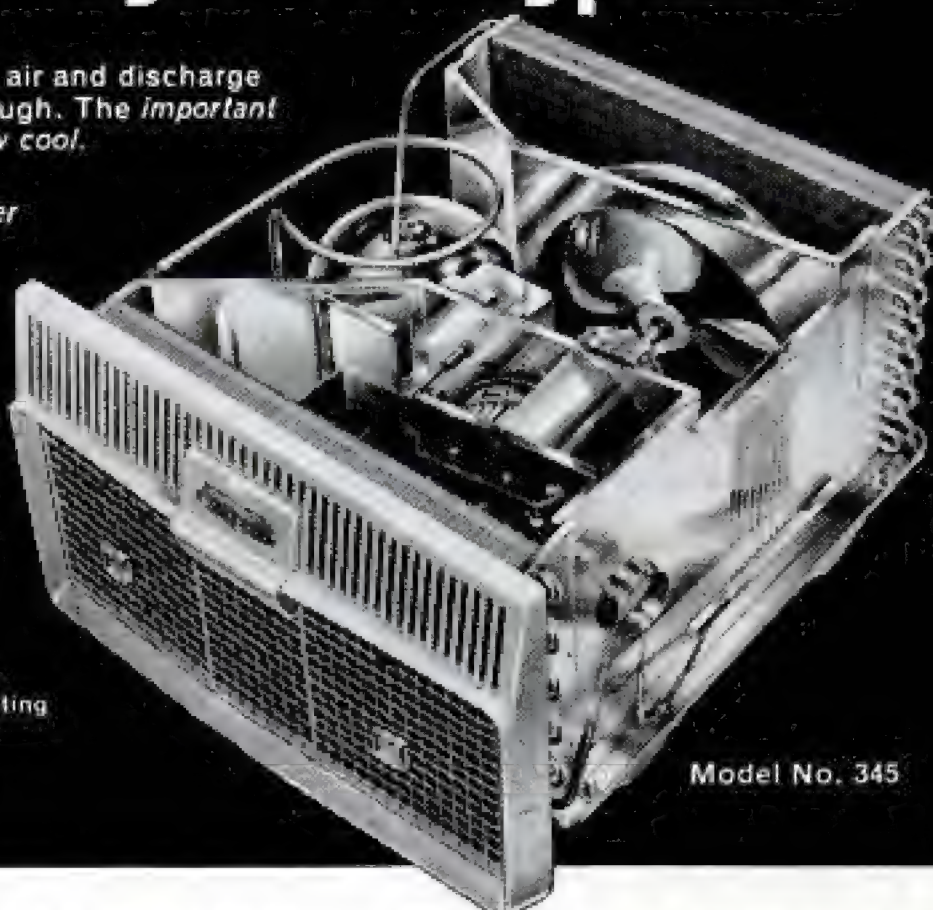
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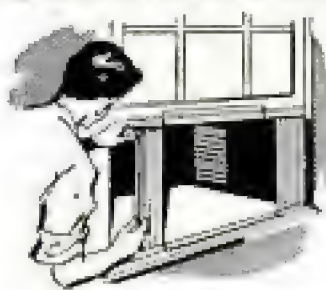
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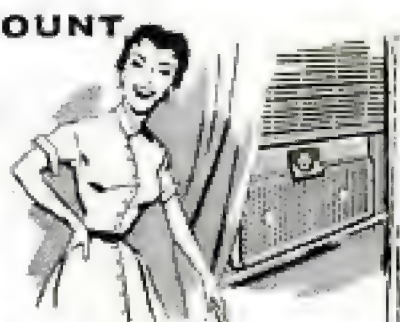
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Mitchell, with its revolutionary *Super High Capacity Cooling Chassis* now leaves all '54 models years behind. See its sweeping engineering changes: *Air Flow Modulation*, the fast cool feature, cools a whole room in five minutes with the turn of a dial; *Twenty Direction-Aire* that puts draft-free comfort where you want it. Plus the most functional and attractive styling in air conditioning. *No other unit measures up to a Mitchell.* There's a size that's just right for your room...from ⅓ h.p. to 2 h.p.

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...the world's finest room air conditioner
MANUFACTURING COMPANY

LETTERS TO THE EDITORS

CONTINUED

His kingdom because of their desire and lives in spite of their sincerely held alien creeds.

FRANK G. RIVERA
Los Angeles, Calif.

GRACE KELLY COVER

Sirs:

Miss Kelly (Cover, LIFE, April 11) seems to be the Three Graces all in one.

LOIS HARTMAN
San Rafael, Calif.

Sirs:

Did it ever occur to you that we females would prefer a picture of Academy Award Winner Marlon Brando rather than Grace Kelly on the cover? He's such a doll.

VIRGINIA JOHNSON
Chicago, Ill.

NEW LUSTER IN CHURCHES

Sirs:

Your photograph of the beautiful stained-glass window ("A New Luster in Churches," LIFE, April 11) in St. George's Episcopal Church in Durham, N.H. came as a delightful surprise. Designed by my brother John A. Carter of Nashua, N.H., it was awarded first prize in the small church category by The Church Architectural Guild of America. I have never seen the building. Have you a picture of the exterior?

ANNE C. MEARS
Laramie, Wyo.



PRIZEWINNING EPISCOPAL CHURCH

AN ENCROACHING MENACE

Sirs:

Your article on the slums of Chicago ("An Encroaching Menace," LIFE, April 11) does more to fight Communism than our repeating over and over how great our country is. By cleaning up our failings we prove to our enemies that we are not money-lovers, but people who care about others.

BRUCE BALLARD
Seattle, Wash.

Sirs:

Does Mr. Levi seriously believe that his "urban renewal" program is the answer to slum clearance? He would do better to seek widespread government subsidization of low-rent housing projects.

ARTHUR CORNFELD
Ann Arbor, Mich.

Sirs:

Where can the Rev. Raymond Day be reached? I have toys, clothing, etc. that I'm sure he can put to good use!

MARION H. MATUSOFF
Park Forest, Ill.

● Rev. Raymond Day, Grace Community Center, 3600 S. Vincennes Ave., Chicago, Ill.—ED.

CONTINUED ON PAGE 27

APPROVED by more DOCTORS than any other brand

Each tablet of St. Joseph Aspirin For Children is 1¼ grains, the preferred standard of accurate dosage measure. You give dosage "just as the doctor orders" without having to cut or break tablets. Your child will like the exclusive, pure orange flavor.

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"Castle Lawn," Fayette County, Kentucky

WHY KENTUCKY PIGS DIE HAPPY



by
J. P. Van Winkle
President
Stitzel-Weller
(Old Fitzgerald)
Distillery
Louisville, Kentucky
Established 1849

Kentucky porkers die happy when they're downright sure their shanks will wind up on the platter as genuine Kentucky country ham.

And what a morsel it is! Smiling up at you from its own red-eye gravy, it's something to say grace over!

Preparation of this Kentucky confection is more ritual than chore. The moon hangs just so as the process begins. There's been many a bitter feud in defense of a brine formula.

Curing recipes are whispered from father to son, and reputations hang from many a smokehouse string.

As to the curing, some folks say the farmer who raised the pig may marry, bring up his young 'uns and pass to his Maker before the ham is decreed fitly mellow for the pan.

Good things in Kentucky have a way of growing slowly. This goes too for my specialty—the distilling and aging of genuine Kentucky Sour Mash Bourbon.

Both our ham and our bourbon call for the finest of grain, and time-in-the-making means no more to the distiller than it does to the hog. Both of us, in the Kentucky tradition, take our own sweet time in perfecting our product.

That's why there's never too much of either to glut the market or overstuff the customer.

Fact is, your aged Kentucky country ham is seldom served "by the slab." Its flavor is too generous for that. It eats best as a combination tid-bit and main course.

Likewise, if you are a man who takes his whiskey somewhat on the sparing side, selecting your brand for enjoyment and not for bulk, you may wish to join the inner circle of discriminating hosts who have discovered the satisfying flavor of OLD FITZGERALD in modest helpings, and find it good business to share, in moderation, with associates and friends.

*Bonded 100 Proof Original Sour
Mash Kentucky Straight Bourbon*

Your Key to Hospitality

The long-established preference of Kentucky hosts for the distinctive flavor of OLD FITZGERALD continues... a judgment confirmed by connoisseurs everywhere. This "key" fits the front door only... where true hospitality begins. Serve this original sour mash bourbon knowing no "watered-down" version lessens its prestige. OLD FITZGERALD is *always* 100 Proof Bottled in Bond.

OLD FITZGERALD





ATTRACTIVE MODERN CHEST in blond oak. Model #3132. **\$59.95***

Give her the graduation gift that gathers more gifts... **A LANE CEDAR CHEST**

WHETHER your girl graduate is trousseau-gathering or just sweater-collecting, a Lane is a gift she'll adore! One that will become more precious as time goes on.

Every girl loves to plan for the future, to collect fine towels, tablecloths, delicate lingerie and cloud-soft blankets . . . the lovely things she'll need when she has a home of her own. And a Lane Hope Chest is a wonderful

idea for friends and relatives who will want to help with the happy collecting.

A Lane Cedar Chest keeps linens and woolens fresh and fragrant—safe from moths and dust—as no other storage method can.

You'll find these handsome chests at most leading furniture and department stores. And remember: *Just one nice garment saved from moths can pay for her Lane!*

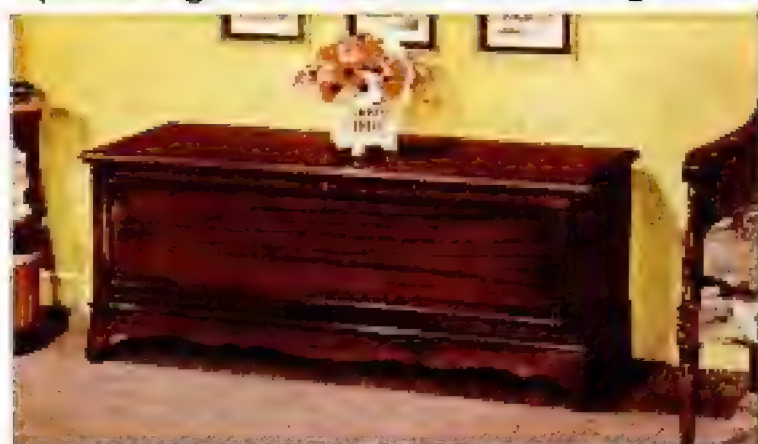
Lane is the *only* pressure-tested, aroma-tight cedar chest. Made of ¾-inch red cedar in accordance with U. S. Government recommendations, with a free-moth protection guarantee, underwritten by one of the world's largest insurance companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

Many Lane
Chests at...

\$49.95*
Easy terms

Also makers of
Lane Tables

*\$5.00 higher in the west due to greater freight costs—and higher in Canada. Over 100 styles and finishes.



18th-Century Chest in glowing mahogany. Has Lane's automatic self-lifting tray. Model #2601. \$59.95*



Stunning Modern Chest in Seafoam mahogany. Self-lifting tray. Convenient drawer in the base. Model #3086. \$69.95*



Modern Chest in American walnut. Has Lane's convenient automatic self-lifting tray. Model #3008. \$59.95*



Smart Modern Chest in blond oak. Equipped with self-lifting tray. It is pressure-tested and aroma-tight. Model #3127. \$49.95*



Smart Modern Chest in pearl Seafoam mahogany finish. Lock compartment in the self-lifting tray. Model #3085. \$69.95*



Space-Saver Chest. Blond oak. Opens at front and has 2 pull-out shelves. Model #C-128. \$69.95*



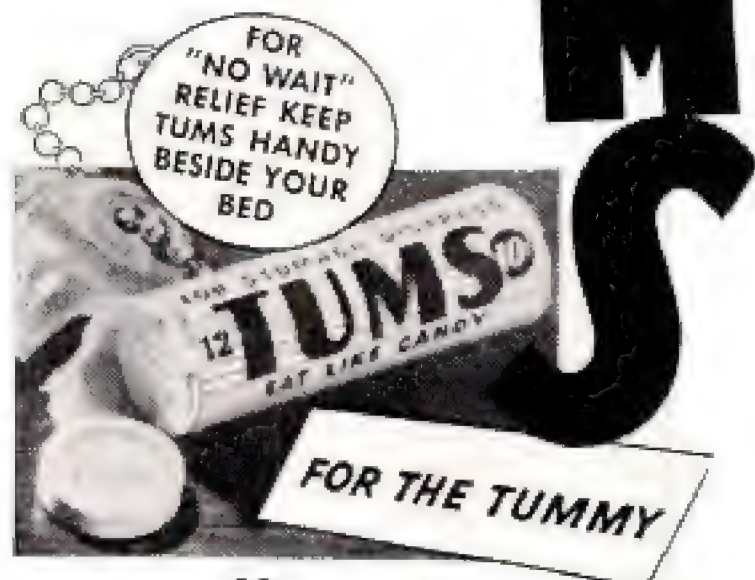
Stunning Lowboy in blond oak. Opens at top, convenient drawer in base. Model #2920. \$79.95*



Space-Saver Chest in blond oak. Storage compartment opens at top. Full-length drawer in the base. Model #3100. \$59.95*

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because of
ACID
INDIGESTION?

Why let sour stomach ruin your sleep? Just reach for wonderful little Tums. Eat like candy. No water—no glass—no spoon! Almost instantly the acid indigestion, heartburn depart. Then natural sleep follows.



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AND YOU COULDN'T BUY SAFER,
QUICKER RELIEF FOR A TEN DOLLAR BILL

ESHELMAN ADULT SPORT CAR Model 8 HP
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All for the price of 1
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SKINNY?

AMAZING NEW EASY WAY PUTS ON POUNDS
AND INCHES OF FIRM, SOLID FLESH

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LETTERS TO THE EDITORS

CONTINUED

Sirs:

Your article on the Chicago slums is both excellent and educational. But there's one thing I cannot understand. How could Arthur Garrett, with a wife and seven children, be drafted?

KARL RUEDIGER

Washington, D.C.

● Garrett's records from his draft board mistakenly showed only two children when he was inducted. He received a hardship discharge when his corrected records caught up with him.—ED.

DIVE IN THE ATOMIC SUB

Sirs:

In your article, "What It's Like To Dive in the Atom Sub" (LIFE, April 11), you say that "it is easy for a suburbanite working in his garden on a warm sunny day to absorb 200" milliroentgens of radioactivity. This figure is incorrect. Normal "background" radiation at sea level is approximately .02 milliroentgens per hour, which only gives about 0.5 milliroentgens for any 24-hour period no matter how warm or sunny the day. A maximum of 300 milliroentgens per week is considered the safe level for continuous exposure to radioactivity by the A.E.C.

ROBERT M. WATKINS
Chemist

Columbia Radiation Laboratory
New York, N.Y.

● LIFE was wrong.—ED.

BLOOMING BUSHES

Sirs:

The paintings of flowering bushes ("Beautiful Blooming Bushes," LIFE, April 11) by June Ophelia Todd were not only delightful, but useful and instructive. It makes one want to buy acreage in order to plant and plant.

MRS. JAMES T. BLACKWELL
Tyler, Texas

PREVIEW FOR PENGUINS

Sirs:

Looking at the capture of the penguins ("A Preview for Antarctic Penguins," LIFE, April 11) made me wonder how those men would feel if they were captured by strange monsters and taken away from everything that is near and dear to them?

GEORGE LIEBERMAN
Houston, Texas

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This is BAN—the new lotion deodorant that *rolls* on with a revolving marble built into the bottle top. BAN automatically applies just the right amount of pleasing lotion to check perspiration moisture . . . stop odor for a *full* 24 hours. Get new BAN today —98¢ wherever fine toiletries are sold.

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Deodorant } —all rolled into one
Anti-perspirant } —that's **ban**
Pleasing lotion }

A Product of Bristol-Myers



*In a recent survey against the leading cream and spray deodorants, 7 out of 10 prefer BAN.

GREAT TV TRADE-IN SPECIAL! LIMITED TIME ONLY!

Ask your RCA Victor dealer about his big special allowance for your old TV on this luxurious new RCA Victor "521" console!



No set too old—no screen too small! Trade your old set in on RCA Victor's 21-inch "521" console. Model 21S521. Mahogany grained finish, \$329.95, less huge trade-in allowance for your old TV.

Never before have you seen a trade-in opportunity like this one!

Out goes the old! In comes the new luxury console you've always wanted. RCA Victor's big Spring "521" Special makes it cost *less* than some table models!

No matter how old or worn-out your present television set may be—it's worth big money to you as a trade-in on the RCA Victor "521," one of RCA Victor's most popular 21-inch consoles!

What a set the "521" is! It brings you the finest in big-screen performance—plus new distinction for your home. You enjoy the biggest picture in 21-inch TV! And you get TV's clearest picture, with 212% greater contrast.

The "521" has extra luxuries, too: new light-up tuning . . . and a phono-

jack that lets you play records through the TV sound system. You enjoy advances like the new "Magic Monitor" chassis and "Golden Throat" Fidelity Sound.

But you must act now! Ask your dealer now about his "521" offer and his allowances on other RCA Victor television sets. See why every year more people buy RCA Victor than any other television.

RCA Factory Service is available in most TV areas—but only to RCA Victor TV owners. Ask your dealer for the full details.

See NBC-TV's spectacular "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday, May 2. Other Mondays, see Sid Caesar, NBC-TV.



RCA VICTOR
RADIO CORPORATION OF AMERICA

Biggest picture in 21-inch TV!

"All-Clear" Picture—
212% greater contrast!

Built-in UHF-VHF antenna!

Dark-toned safety glass
reduces glare!

New "Magic Monitor"
chassis!

"Golden Throat" Fidelity Sound!

New spot-illuminated tuning
dial with king-size numbers!



Suggested VHF list price shown subject to change. Slightly higher in far West and South. UHF optional, extra.



OUTSIDE BANDUNG FREEDOM HALL, WHERE THE CONFERENCE MET, COMMUNIST CHOU EN-LAI (LEFT) AND NEUTRALIST NEHRU HAVE A SHORT, HAPPY HUDDLE

FOR NEHRU AND CHOU, A RUDE AWAKENING AT BANDUNG

FRIENDS OF THE WEST SPEAK UP

The leaders of 29 nations representing over a billion people met at Bandung in Indonesia last week for the first Asian-African conference. The two most prominent figures, India's Pandit Nehru and Red China's Chou En-lai, seemed agreed on overall strategy for a vague, portentous parley: it was to be a show of the unruffled unity of "anti-colonial" nations. To make the plan work, Nehru chaperoned Chou

about as Chou courted delegates with soft speech and silken smiles. "They remind me," said the Philippines' Carlos Romulo, "of a debutante and her mother at a coming-out party."

But when the countries—who range from Red to neutralist to anti-Red—got down to business, the Big Two were handed a bitter surprise. A half dozen speakers denounced Communist colonialism as far worse than the

Western variety, most lining up against both Nehru's neutralism and Chou's Communism. Ceylon's Sir John Kotelawala gave the most fiery anti-Communist speech of all (p. 36).

Chou never lost his bland exterior, but the attacks stung him to make Red China's first offer to talk directly with the U.S. about Formosa—an offer to which the U.S. replied it would insist on Nationalist China's participation.

Photographed for LIFE by HOWARD SOCHUREK and LISA LARSEN

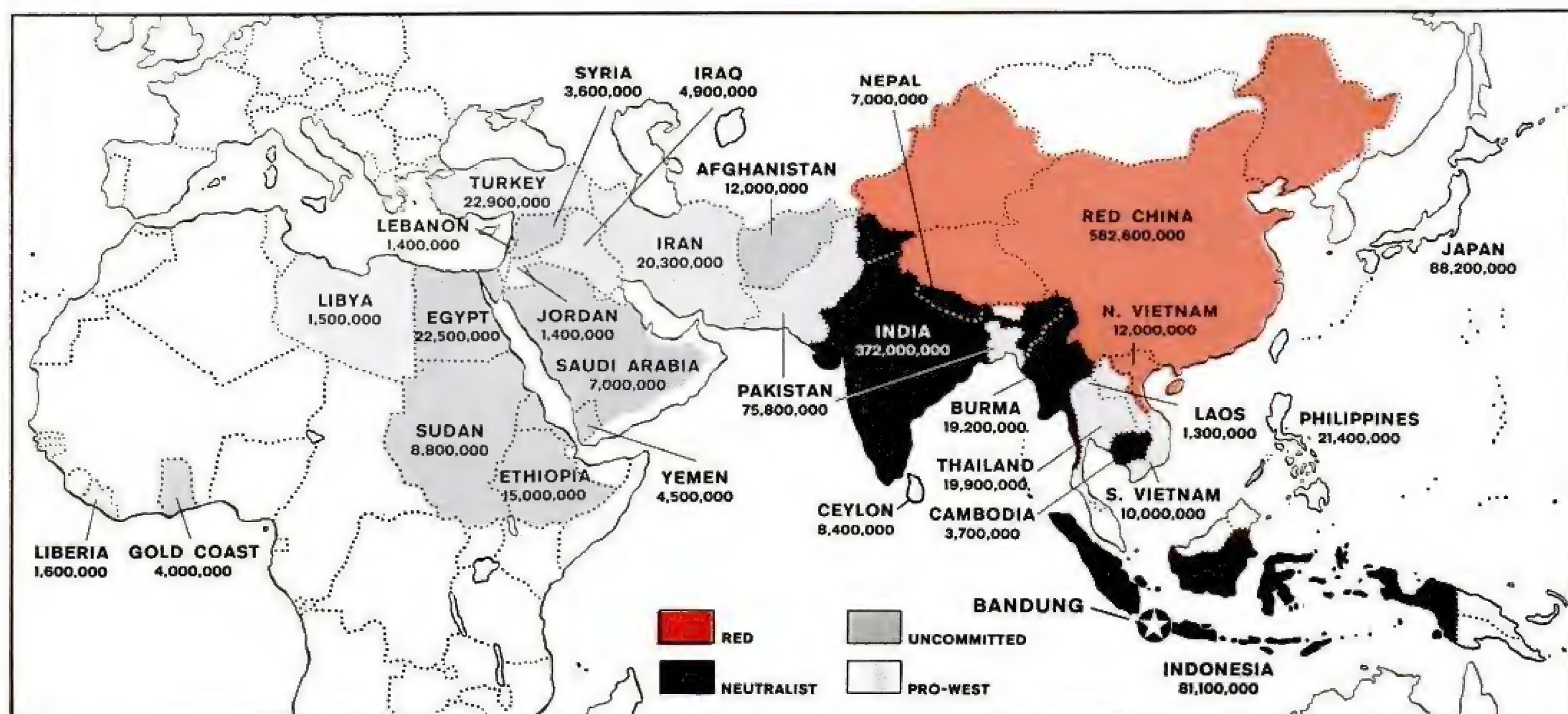


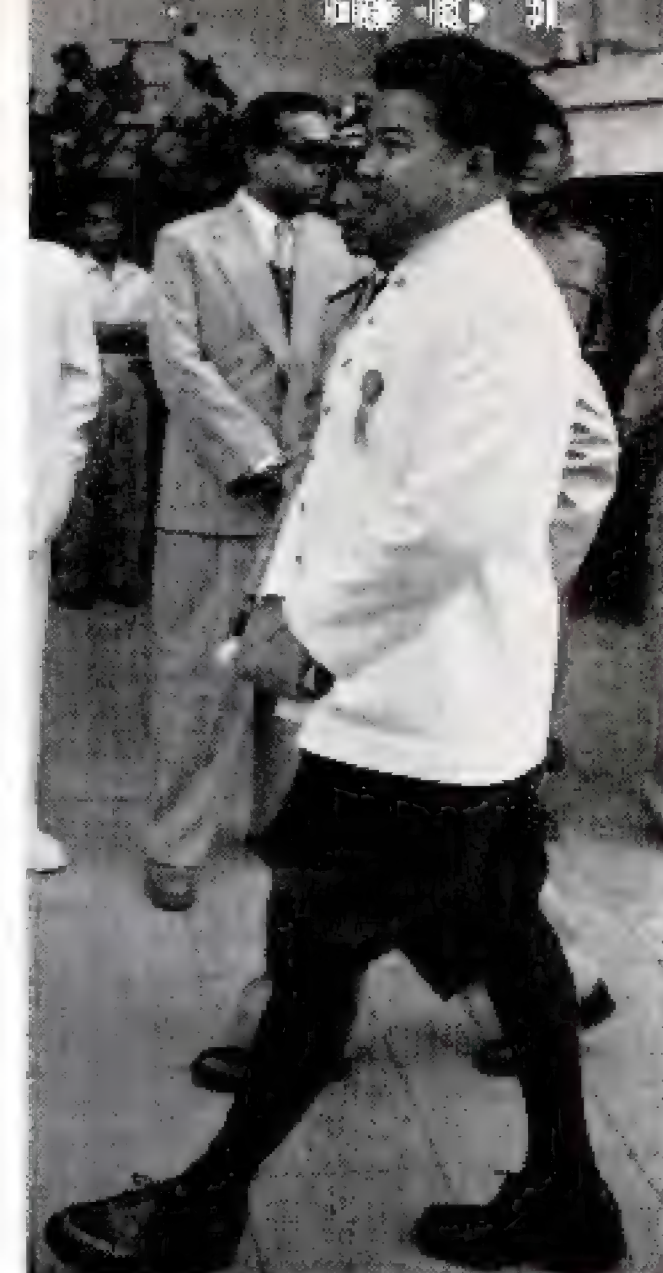
DELEGATES HEAR OPENING SPEECH BY INDONESIAN PRESIDENT SOEKARNO, WHO CITED PAUL REVERE'S RIDE IN PRAISING U.S. ANTI-COLONIAL TRADITION

THE DIVERSE NATIONS THAT CAME TO BANDUNG

The 29 Bandung nations sprawl over more than a fifth of the earth, embracing half the world's people, a wide diversity of characteristics and customs and a host of interesting facts both significant and strange. In rubber-rich Liberia, Africa's oldest republic, only "persons of African descent" may own property. The cocoa-growing Gold Coast boasts one of Africa's highest per capita incomes. Sandy Libya in 1951 was the world's youngest free nation. Egypt's new constitution will grant full political rights to women. The Sudan is inhabited by Moslems in the north, by Dinkas, Bongos, Niam-Niams and Fuzzy-Wuzzies in the south. Ethiopia traces its royal line back to a son of Solomon and Sheba. Yemen claims to have been the home of Sheba herself. Mecca, where Mohammed was born, and Medina where he died, are in Saudi Arabia. Iraq produces 75% of the world's dates. Syria is the home of Latakia tobacco. Jordan is an arid land but grows citrus fruits in the Jordan Valley. Homecoming Lebanese emigrants bring back so many American cars that they say "Lebanon is not a country, but a garage." A new step in Turkey's

modernization is a business school to be modeled on Harvard's. Iran exports caviar from the Caspian Sea, pearls from the Persian Gulf and oil. "Persian lamb" comes from the karakul sheep of Afghanistan. Two-part Pakistan grows wheat in the west, rice and jute in the east. Next to the U.S., India has the largest movie industry in the world. Nepal is Buddha's birthplace. Ceylon, according to Moslem lore, was the home of Adam and Eve after their expulsion from Paradise. In Burma men wear pastel head-dresses over bamboo frameworks, women keep their skin smooth with powdered tree bark. The people of Thailand call themselves *snuk* (jolly, carefree). Indochina has disintegrated into strife-torn South Vietnam, martial Communist North Vietnam, and the bucolic kingdoms of Laos and Cambodia. Indonesia, a nation of thousands of islands, has the sixth largest population in the world. The Philippines, a nation of 7,000 islands, is the only Christian country in the Far East. Japan is the only highly industrialized nation in Asia. Overshadowing all Asia and the deliberations at Bandung looms the aggressive might of Communist China.





DELEGATIONS, A TO Y

AFGHANISTAN

Alphabetically the 29 conferring countries, shown by the array of name plaques above, range from "A" for Afghanistan to "Y" for Yemen, and the backgrounds of their delegates reveal a broad range in experience. Afghanistan's representative, Prince Sardar Mohammed Naim Khan, is foreign minister and member of

BURMA

CAMBODIA

a clan holding the key government offices. Burma's Premier U Nu, a devout Buddhist and formerly a schoolteacher, poet and playwright, led the fight for freedom from Britain. Cambodia's Norodom Sihanouk was king of his country for 14 years until he resigned last month, turning over the throne to his father.



CEYLON

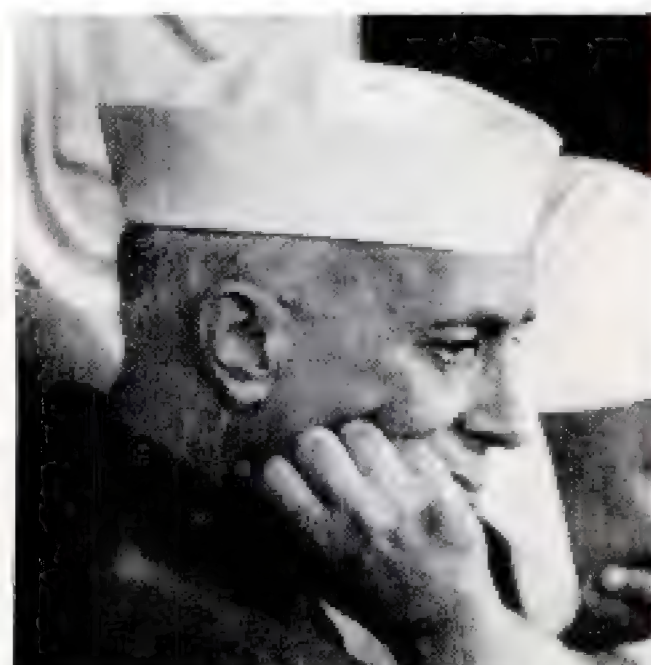
CHINA

EGYPT

ETHIOPIA

Ceylon's Sir John Kotelawala, an expert in agriculture which he studied in England, was formerly minister of transport and works and is now prime minister. Communist China's premier and foreign affairs minister Chou En-lai, a founder of the Chinese Communist party and civil war leader, received some of his political

training in Europe. Egypt's premier, Lieut. Colonel Gamal Abdel Nasser, organized coup against King Farouk in 1952, ruled behind scenes until openly taking over in 1954. Ato Yilma Deressa, Ethiopia's ambassador to the U.S., fought as a guerrilla in the 1935 war against Italy. Later he served as a delegate to the U.N.



GOLD COAST

INDIA

INDONESIA

IRAN

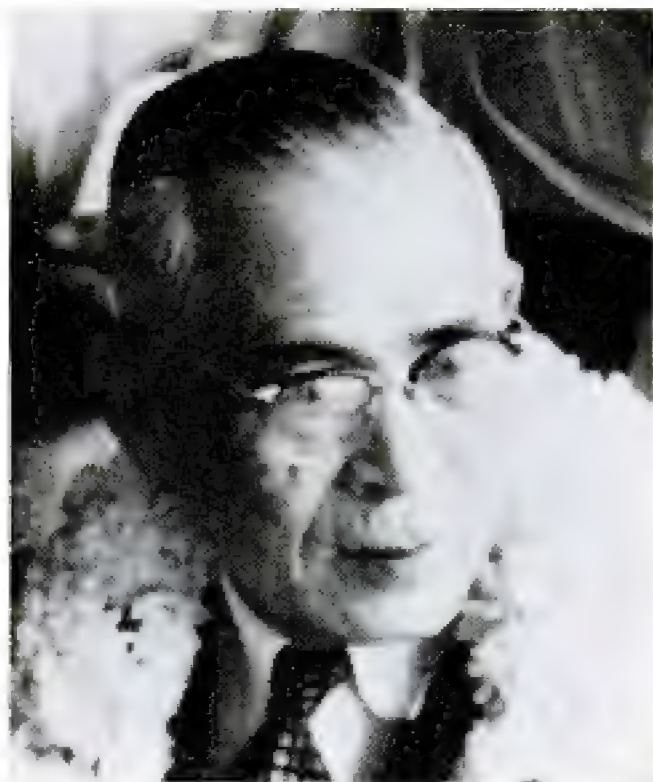
Gold Coast's Kojo Botsio, a graduate of Oxford and minister of state, served a prison term in 1950 for stirring up illegal strikes. India's Jawaharlal Nehru, a disciple of Gandhi, is the leading exponent of neutralism in the cold war between East and West. Indonesia, the conference host, was represented by its premier,

Dr. Ali Sastroamidjojo, lawyer and independence leader, who was ambassador to U.S. from 1950 to 1953. Iran's Dr. Ali Amini, finance minister, negotiated crucial 1954 Anglo-Iranian settlement that started Iran's oil flowing again. His deputy praised U.S. economic aid, talked of "aggressors" who "reinvent colonialism."



IRAQ

Iraq's representative, former prime minister Mohammed Fadhil Jamali, a Ph.D. from Columbia University and a founder of the Arab League, made a strong anti-Communist speech at Bandung. Tatsunosuke Takasaki, Japan's minister of state, was employed as an engineer in the U.S. from 1906 to 1917, later bossed the



JAPAN



JORDAN

extensive Japanese industries in Manchuria. Jordan's Foreign Affairs Minister Walid Salah, a lawyer educated in Jerusalem, became foreign minister last year. Premier Katay Sasorith of Laos, economist, author and former finance minister, is presently trying to negotiate a settlement with the Communists in his country.



LAOS



PAKISTAN

Prime Minister Mohammed Ali of Pakistan, a former ambassador to the U.S., is a bitter foe of Communists. To rival Nehru's and Chou's five principles of coexistence he listed "seven pillars of peace."



TO ENTERTAIN THE DELEGATES, AN ORCHESTRA OF BANDUNG TEACHERS, WITH BAMBOO INSTRUMENTS



SAUDI ARABIA

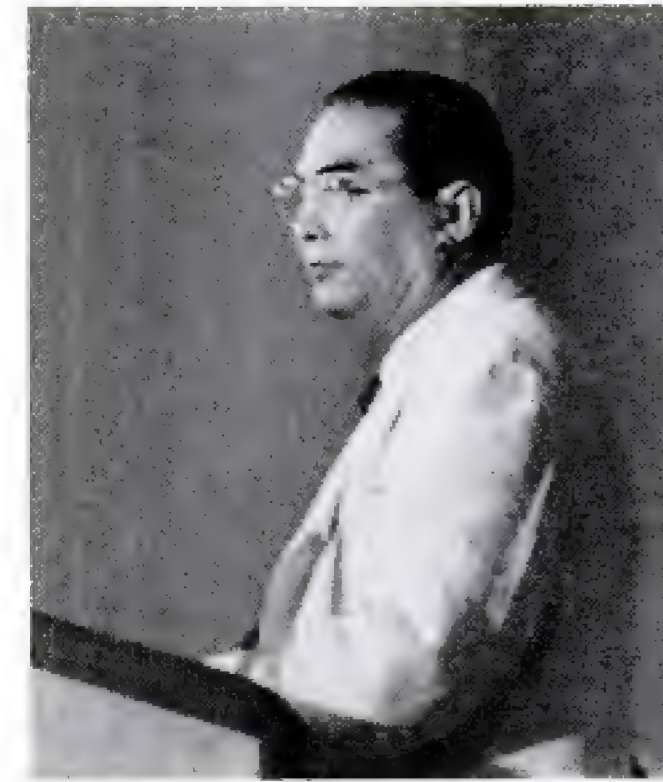
Amir Faisal, crown prince and prime minister of Saudi Arabia, took part in the 1945 San Francisco U.N. conference, later became U.N. delegate. Sudan's Prime Minister Ismail el Azhari earned a political science degree at the American University of Beirut. Syria's foreign minister, Khalid el Azm, is a millionaire cotton



SUDAN



SYRIA



THAILAND

dealer. Prince Wan Waithayakon, foreign minister of Thailand, is a former history professor who has been minister to England, ambassador to the U.S. and a U.N. delegate. In Bandung he called for the Communists to prove that they really do want peace and explain honestly what they mean by coexistence.



LEBANON

Lebanon's Premier Sami el Solh was a judge for 20 years and premier three times before. He fought with Lawrence of Arabia in World War I. Momolu Dukuly, Liberia's acting secretary of state, was educated at the College of West Africa in Monrovia, has served as aide to the attorney general. Mahmud Bey Muntasser

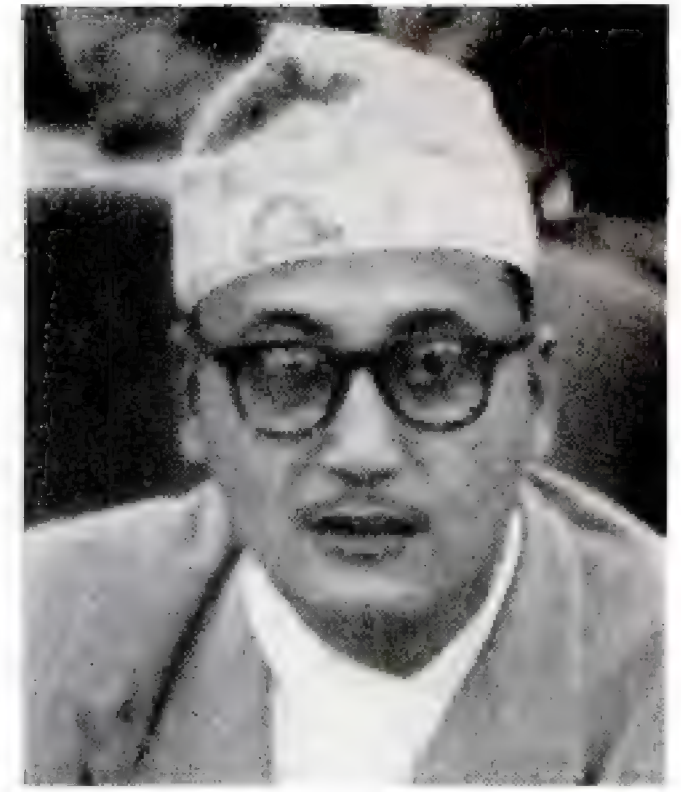


LIBERIA



LIBYA

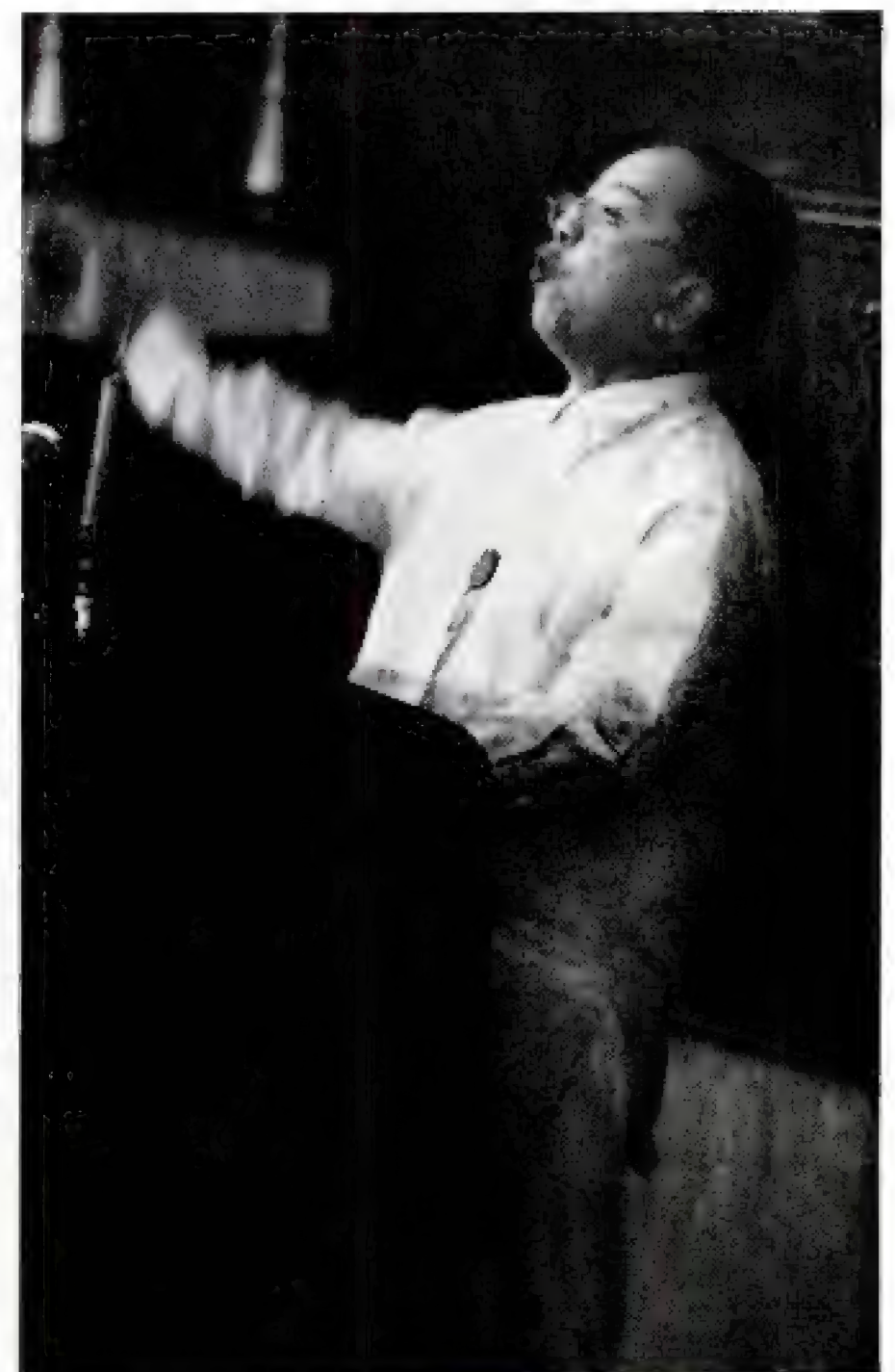
of Libya, prime minister from 1951 to 1953, now ambassador to Great Britain, attacked ideological interference in nations' internal affairs. He joined the conferees' attack on the Communists' subversion and infiltration. Nepal's Major General Sovag Jung Tahpa is the foreign secretary of his tiny Himalayan country.



NEPAL



CALLED ANGKLUNGS, APPEARS AT HUGE CONFERENCE RECEPTION OUTSIDE GOVERNOR'S RESIDENCE



PHILIPPINES

Carlos Romulo, former president of U.N. General Assembly, was sent to Bandung by his friend, President Magsaysay. He attacked Communists, commended U.S. for granting his country independence.

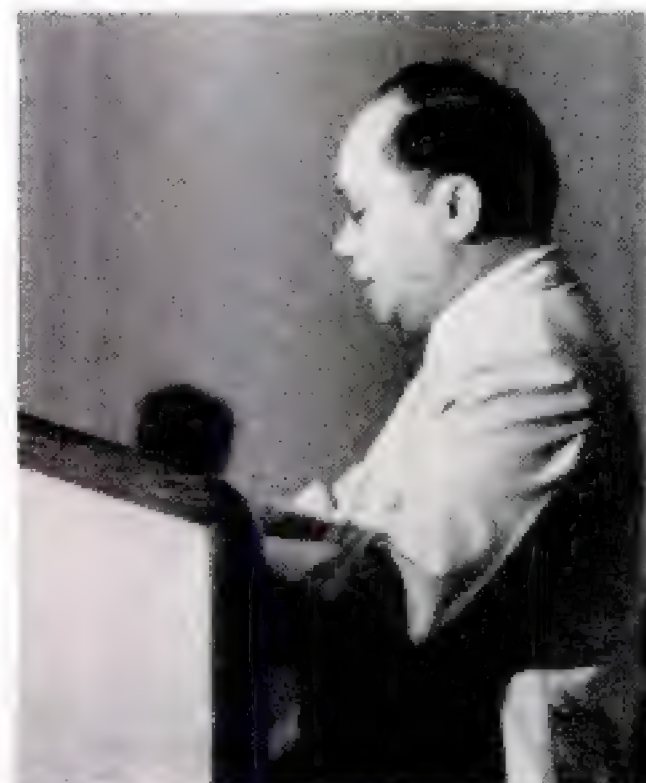


TURKEY

Turkey's Deputy Prime Minister Fatin Rustu Zorlu, a political scientist and career diplomat, recommended that neutralists take a less misty-eyed view of the Communists' offers of friendship, reminding them of what happened to Czechoslovakia. North Vietnam's Pham Van Dong began his underground career for the



VIETNAM, NORTH



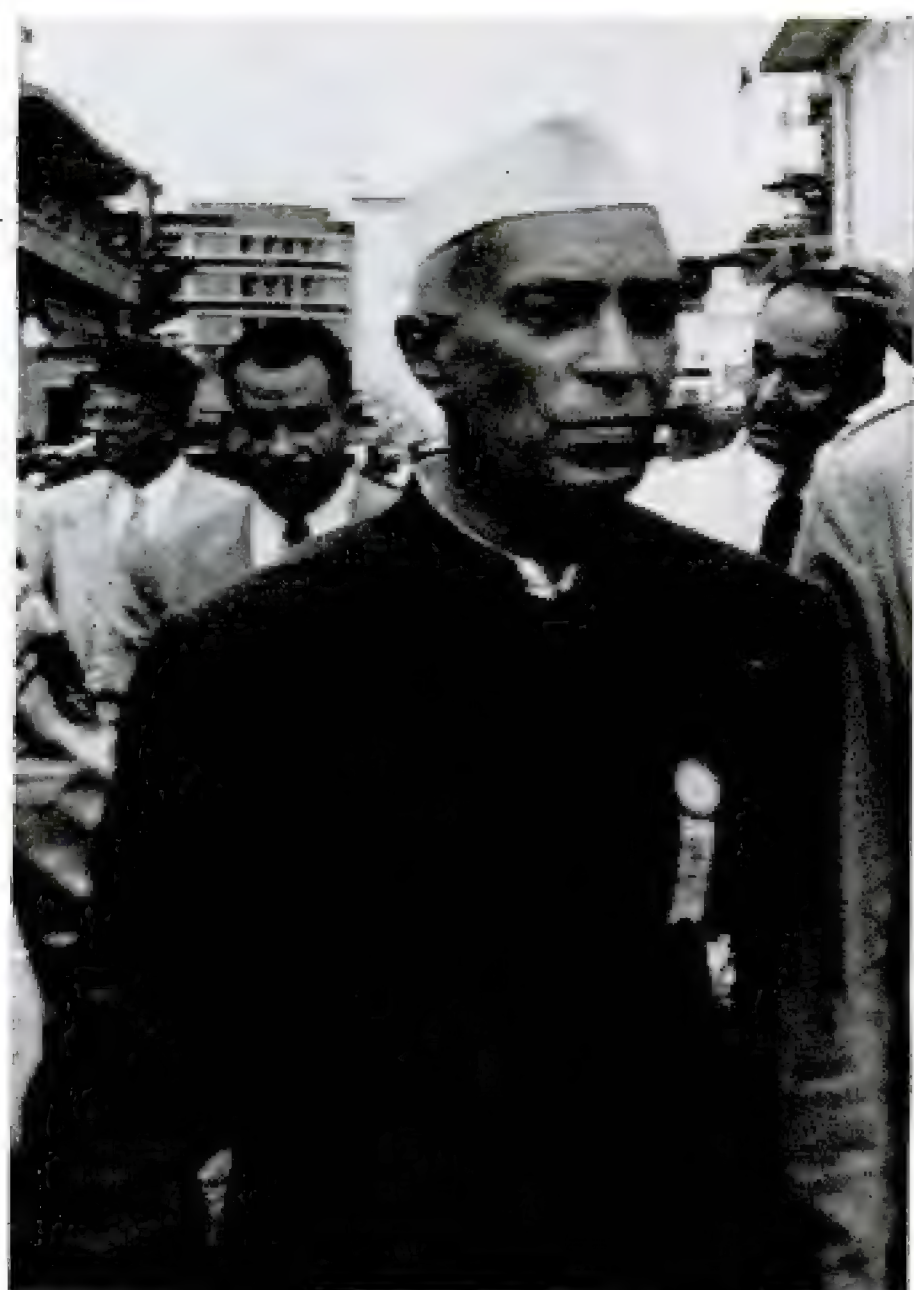
VIETNAM, SOUTH

Communists in Hanoi in the '30s. South Vietnam's Nguyen Van Thoai, an economist, now serves as reconstruction minister, administers U.S. aid to his country. Yemen delegate, Premier Seif el Islam el Hassen, is younger brother of Imam Seif el Islam Ahmed, ruler who this month put down a rebellion (p. 39).



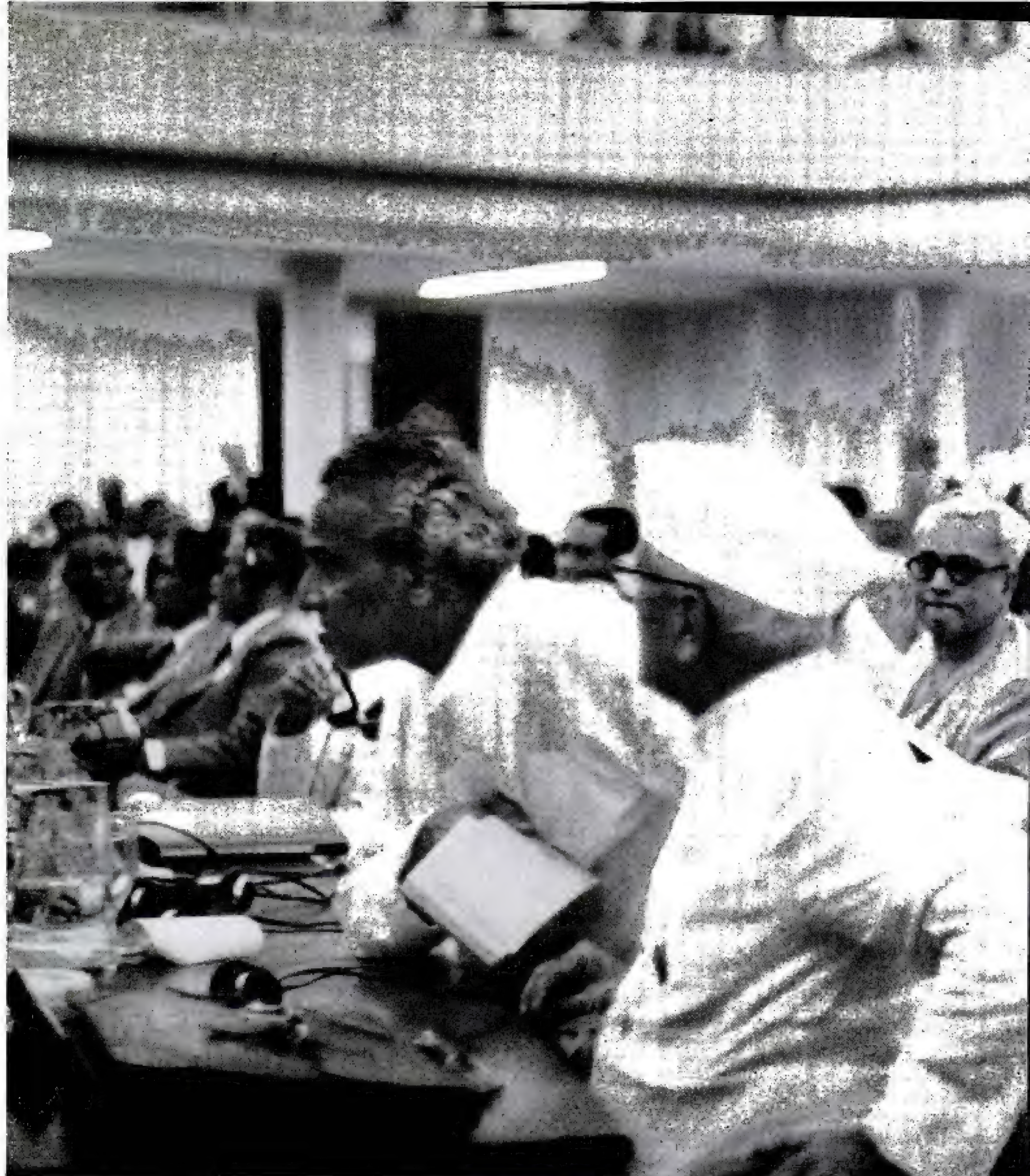
YEMEN

NOTHING GOOD HAPPENS TO A CHAGRINED NEHRU



FROWNING NEHRU is displeased as he leaves first-day session after Iraq lambasted Communists.

A STUDY IN ANGER unfolds at conference after Indians lose on a procedural point. What brought on this rage was a minor matter on whether communique should be issued. Nehru (*right*) stumbles wrathfully out while his adviser, Krishna Menon (*left*), glares about assembly in unconcealed fury.

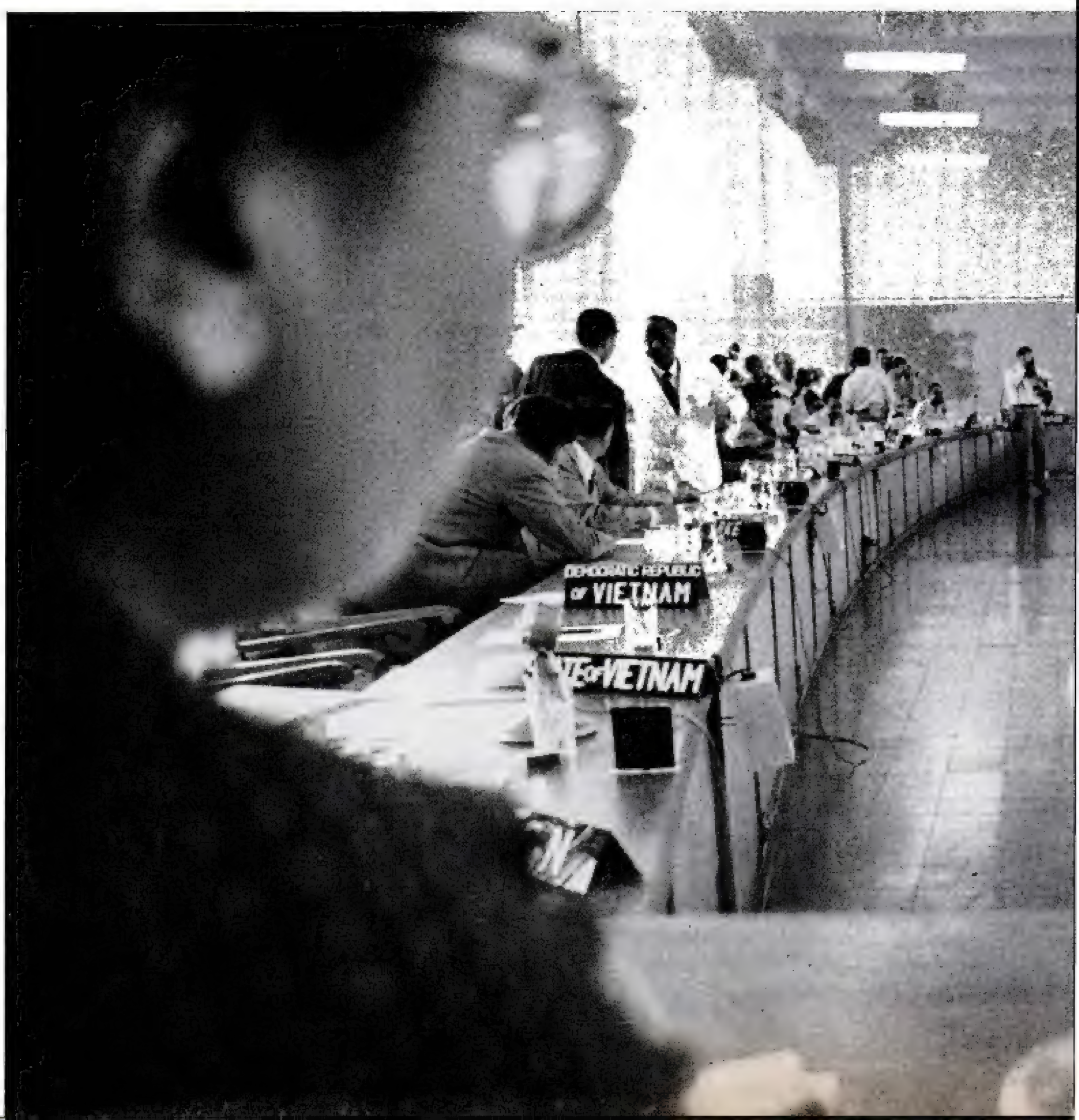


KEY COMMITTEE WORKS, U.S. AND U.S.S.R. LISTEN



BORED RUSSIAN, Red Ambassador Dmitri Zhukov (no relation to marshal), reads paper at meeting.

MAIN COMMITTEE of the conference was the political committee, composed of chief delegates of the 29 attending nations. Though this was supposed to be an exploratory and working committee, its proceedings were disrupted by the violent controversies basic among the nations at this conference.





TEMPER TANTRUM overcomes Nehru when he finds front door was not reserved for delegates' cars.



AMERICAN OBSERVER, Ambassador Hugh S. Cumming, attends parley. He sat in special section.



Bandung Conference CONTINUED

SIR JOHN TEARS OFF CHOU'S FALSE FRONT

Sir John Kotelawala, Ceylon's neutralist premier, came to Bandung with a peace plan for Formosa. Since Chou and Nehru would not listen to it, Sir John smoked them out with an eloquent exposition on the nature of Communism. Here are excerpts from his speech:

"All of us here, I take it, are against colonialism. . . . The first and most obvious form is Western colonialism. There is another form of colonialism, however. . . . Think for example of those satellite states under Communist domination in central and eastern Europe. . . . Should it not be our duty openly to declare our opposition to Soviet colonialism as much as to Western imperialism? . . . The local Communist parties . . . regard themselves as agents of . . . Russia and China. . . . They have not attempted to disguise the fact that their ultimate and constant aim is to weaken and undermine the legally constituted governments of our countries, so that at the appropriate time we can be transformed into satellites of Soviet Russia or Communist China. . . . How can we regard coexistence as anything but a snare and a delusion until such time as the Cominform is dissolved and its activities . . . terminated once and for all? . . . I cannot for the life of me understand why we should be expected only to let live, while we ignore the threats to our own life and institutions."

These truths, amplified by other speakers, did not keep Chou from doing effective work. He won friends among Indonesians and Japanese. He lured Cambodia into the neutralist camp. He tried to gain favor with the Arabs by supporting their stand against Israel. But Sir John and other anti-Communists not only dispelled the defective idea that Asia was rapidly going neutralist and Communist. They also showed the West that it had more and stouter friends than it counted on before Bandung.

A BENIGN CHOU, dressed in dove gray uniform, posed willingly for photographs, gave his autograph

to all who asked. His affability made a favorable impression on many of the delegates at Bandung.



TRANSLATING FOR CHOU at the conference was Harvard-educated Pu Shou-chang. At committee sessions and social events, Chou sometimes spoke English.

WAITING FOR CHOU, Chinese jam Bandung street. Chou signed pact under → which Indonesia's Chinese can choose Indonesian or Red Chinese citizenship.





SIR JOHN OF CEYLON so infuriated Nehru with his anti-Communist speech that Nehru sputtered to him, "Why didn't you ask me before you did a thing like

this?" When Chou En-lai blandly asked him why he had made the speech, Sir John answered, "I want to have colonialism destroyed in all parts of the world."

A LOOK AT THE WORLD'S WEEK

WOLFSON LOSING BID TO MIND A BIG STORE

Sewell Avery listened at the left of the lectern as Louis Wolfson took the microphone in Chicago. Voting in the proxy battle for control of Montgomery Ward was about to begin and Wolfson made a last-minute appeal. Shortly after, he conceded he had not won his fight to take over from Avery, though he claimed three of the nine seats. Avery's side said Wolfson would get only one or two. The result would be definitely known after days of tallying.





←SUMMER TAN FADING IN THE DERBY PREVIEW

The two top Kentucky Derby contenders were at it again. Last year Nashua beat Summer Tan three out of four times—by a head, a neck and a half a length. Despite this, when the two horses met for the \$111,700 Wood Memorial last week at Jamaica, Summer Tan was slightly favored. He led most of the way, but as jockeys flailed with their whips and the horses' ears flattened back. Nashua came fast from behind at the last moment and won again, by a neck.

A CONSPIRATOR BOWING TO THE SWORD

An executioner's flashing sword, visible after the stroke had sliced through the neck, showed that Arab vengeance still falls swiftly. In tiny Yemen a rebellious army garrison, led by Colonel Ahmed Thalaya and inspired by the ruler Imam Ahmed's jealous half-brother, Abdullah, besieged the Imam's palace. Held at bay, the king bribed most of the soldiers. Then he attacked with his guard and the rest gave up. Thalaya was beheaded and Abdullah hanged.



CONTINUED ON NEXT PAGE



SUBMERGED SURGERY

Performing a corneal transplant in the Marineland of the Pacific Oceanarium at Palos Verdes, Calif., an eye surgeon named H. George Blasdel (*left*) helped a blinded bat ray named Charlie regain his sight. Charlie, an exhibit, and a wild bat ray were strapped to boards. Then, as another bat ray hovered above, Dr. Blasdel and an assistant grafted the cornea of one of the wild bat ray's eyes onto Charlie's.

GLAD GOLDWYNS

Winning after a six-year court battle against Mary Pickford for the old United Artists studio, Sam Goldwyn (*center*) joins his wife and son in a happy three-way handclasp. Last week a Superior Court put the studio, owned jointly by Miss Pickford and Mr. Goldwyn, up for auction. Mr. Goldwyn's bid of \$1,920,000 took it. "We did it," exclaimed Sam Goldwyn who had outbid "America's Sweetheart" by \$20,000.





THE MAYOR AND THE MARATHON RUNNER

As Japanese runner Hideo Hamamura breezed over the finish line to win the Boston A.A. marathon last week, another runner in rather untrack-like attire raced along at his heels. Giving chase was Boston's mayor, John B. Hynes, who stepped from the crowd and sprinted the last few

yards of the race, anxious to crown Hamamura with the victor's laurel wreath. A Boston *Herald* photographer caught their close finish. Hamamura set a new record for the 26-mile, 385-yard course of two hours, 18 minutes, 22 seconds. Mayor Hynes was not timed for the stretch he ran.

CAN WE PRODUCE AN EINSTEIN?

FIRMNESS GETS RESULTS

Politics, said Einstein (*see right*), is a much more difficult study than physics. But it does yield a few clear and simple lessons on occasion, and the Russian agreement to give Austria back its sovereignty is one of them. For a decade now the Soviet Union has been immovably against such a treaty. Suddenly it agreed. Why? Obviously, because all its other efforts have failed to shake the West's determination to rearm Germany. Surely, if any additional evidence were needed, this is proof that firmness is the only policy that will ever make the Soviets yield a single inch.

The Soviets now hope to make West Germany lose heart in its determination to rearm. TASS dispatches are hinting to the Germans that Austrian-style neutrality is the way for them to get the unification they crave so much—and more than a few Germans are credulously listening to this new siren song from the East. The West must agree to the Big Four meeting asked by the Soviets to complete the Austrian treaty, for this concession was precisely the "clear and specific act" demanded by President Eisenhower as one of the "signs of sincere intent" to precede any new talk with the Russians.

The West must also start preparing for the possibility, unlikely as it seems, that the Soviets may even offer free all-German elections if by so doing they can stop the dreaded rearmament. Such a unified Germany would not be bound by the Paris accords, and Dr. Adenauer's laborious work with the West would have to begin all over again.

But despite such dangers, rearmament has proved itself to be the free world's biggest hole-card in making the Russians play poker without cheating. That being so, the obvious lesson is to make that ace as powerful as possible, and never relinquish it unless and until the Soviets cease to menace the people of Europe.

Albert Einstein, the greatest scientific mind of this and most earlier centuries, died a U.S. citizen; but he was not a product of the U.S. He was a European; and so, at least before World War II, have been most of the leading scientists of his pure, disinterested, theoretical type. De Tocqueville long ago noted that the spirit of America, though devoted to practical science, "is averse to general ideas; it does not seek theoretical discoveries." That is still relatively true; one may even wonder whether we *could* produce an Einstein.

Of the great U.S.-born pioneers of science, from Franklin through Willard Gibbs to Oppenheimer, practically all studied in Europe. Gradually they brought back to these shores (as a recent *FORTUNE* article puts it) "the standards of European physical science: its rigor of thought, its soaring imagination, its terrific iconoclasm about the Newtonian models of the past." Then came the refugees, like Einstein himself, who completed the process of bringing U.S. science to maturity. The U.S. is now world headquarters of scientific activity of all kinds. Yet most of it is concerned with the *how* and *what* of things, rather than the *why*. In the *why* department, which was Einstein's, Europe's best men may still be better than ours.

The difference is not one of talent (for that springs up everywhere), nor in equipment or money (in these the U.S. is far ahead), but in training, "climate" and above all in motivation. A pure scientist, though his discoveries may change the world, does not work for that purpose: his motive is purely and simply to know. That was Einstein's ruling passion; even happiness, he once remarked, was a goal for pigs.

Applied science, on the other hand, can be recognized by its having a clearly defined and usually useful objective. When Americans turn a "task force" loose on such an objective, whether it be the Manhattan project or the Salk vaccine, victory is usually just a matter of time. Our engineers poured millions of man-hours into the successful discovery of antiknock gasoline, for example—but without adding to our knowledge of the nature of combustion (a subject on which we apparently still know less than about nuclear fission).

These projects could not even have been defined had not theories first been worked out by pure thinkers who were not trying to make anything or help anybody. Einstein, whose $E=mc^2$ opened the atomic era, needed no laboratory equipment but paper and pencil and conducted almost no experiments.

The European climate that encouraged his kind of curiosity is not one we should wish to transplant unchanged. European university professors, the stupid as well as the able, are all draped with much more prestige and

titles than ours, and the dowry system has also helped free the young European scientist for "profitless" pursuits. But there was, and is, a broader kind of hospitality to thought in the European atmosphere.

Einstein himself was no academic careerist. He couldn't get a university job after his graduation; he was a lonely, laughing, detached nonconformist all his life. After he published his first theories in 1905, however, he taught at leading universities in Europe. The theories aroused great hostility; they were damned as "Bolshevik physics" by some scientists in the West, and in Soviet Russia for their decadent "metaphysical tendencies." But Europe's scientific community did not wait until their confirmation by the eclipse of 1919 to accord these theories its respect. That was given for their claim on abstract truth and their evident power of thought.

American scientists can keep themselves busy for many years just exploiting the discoveries of Einstein. How then can we best discharge our great debt to him? Above all, by keeping clear the social and intellectual channels of new knowledge.

The U.S. is increasingly dependent on "research"; we spend nearly \$4 billion a year on it. But over 95% of this sum goes for applied, not basic, research, and nearly all of it comes either from government or corporations, who have to account to taxpayers and stockholders for its "usefulness." There is consequently a mounting pressure on our limited supply of young scientists to get into these more "useful" branches of science. This pressure is felt in universities and even high schools, where "the educational pattern," as Dr. Alan Waterman says, "tends to respond by encouraging the premature study of the practical." The result is that American science consists less of thinking than of measuring: one educator calls it "a great hustle and bustle, a rushing back and forth to scientific conferences, a great plethora of \$50,000 grants for \$100 ideas."

Alfred P. Sloan Jr. recently called attention to this imbalance: "We in this country are not doing the basic research in the physical sciences we ought to do in support of our applied research and our advanced engineering." His Sloan Foundation is about to establish a preliminary fund of \$5 million in support of the cause of basic research—a good example for other foundations to follow. But something more is needed; more than money, facilities and talent. What is required of our young scientists is a sacred curiosity about nature's great unanswered riddles—not to conquer and exploit, but simply to understand. What is required of the rest of us is a similar respect for the power and beauty, not just the utility, of unrestricted human thought.



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Take a spoonful of Campbell's Chicken with Rice Soup. Taste the sparkling broth—its real chicken goodness. Savor those wonderful pieces of chicken—cooked just right to bring out all of the fine flavor. Enjoy spoonful after spoonful of the premium rice in this

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The best ingredients, the most skillful cooking, the finest seasoning—it takes all these to produce a soup in the true Campbell tradition. And nothing has been spared to make Campbell's Chicken with Rice Soup just the way you like it.

It's the beautiful beginning to a perfect dinner. It's a light supper. It's a lunch or snack. And why not try it for breakfast sometime. It's a good start for a busy day.



Campbell's

Chicken with
Rice Soup

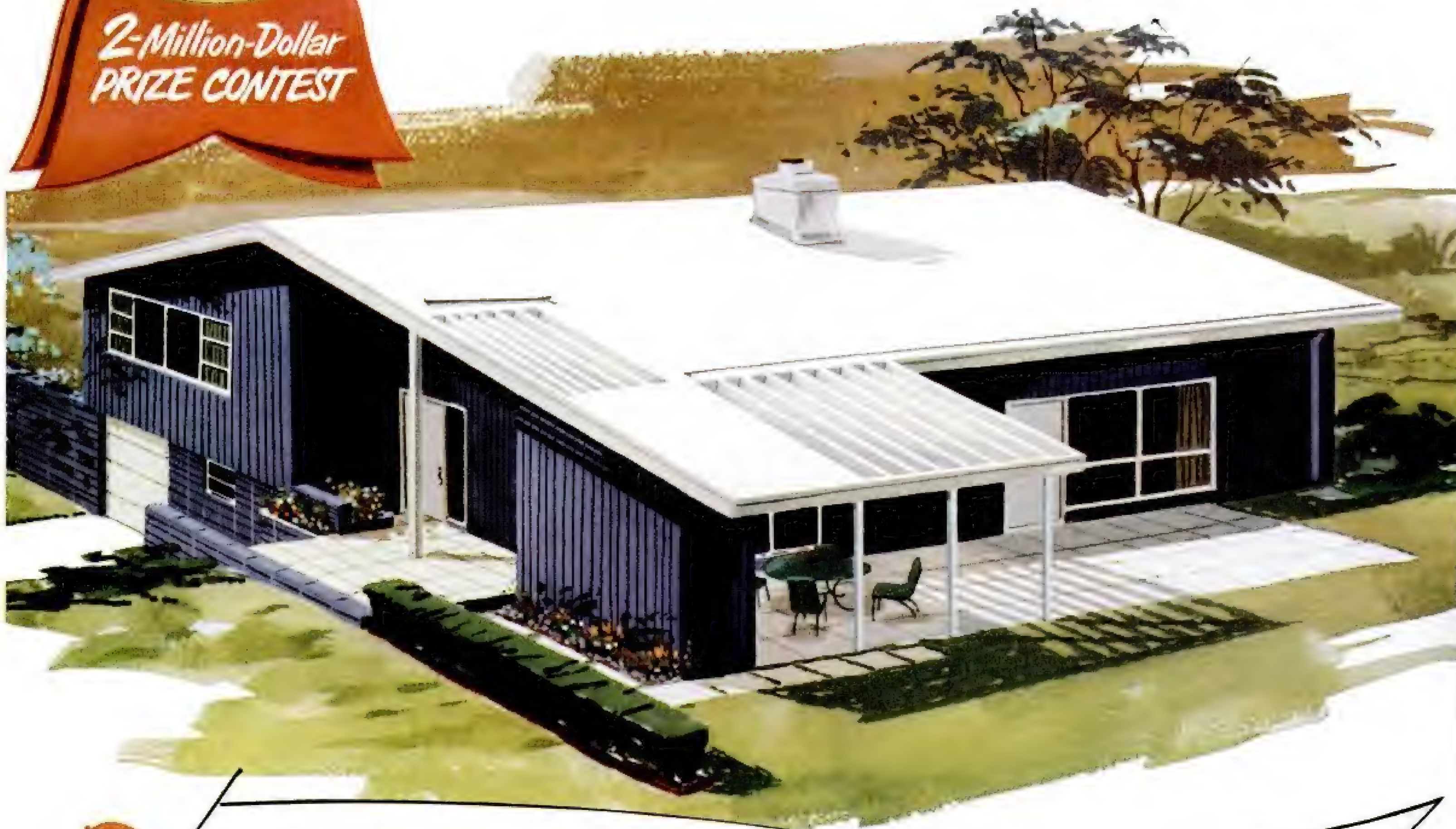
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*All 4 houses designed, decorated and furnished
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FOR YOUNG HOMEMAKERS



Architect: Don Emmons, AIA, San Francisco.

Western Prize Home — An outstanding example of contemporary architecture. In keeping with the Western concept of indoor-outdoor living, every room opens onto a terrace. Three large bedrooms, two baths, large living room with fireplace, family room, garage, carport and bright, cheery Hotpoint all-electric kitchen-laundry.



Architect: Norman Nagle, AIA, Minneapolis.

Midwestern Prize Home — Here's a home especially designed for the extremes of Midwestern weather. For outdoor living, a roomy terrace extends off the family room. Separating living room from dining room is a welcome fireplace for cold winter evenings. Three bedrooms, two baths, Hotpoint combination kitchen-laundry.

Dream Home—FREE!

50 SECOND PRIZES... 5000 THIRD PRIZES

Of Hotpoint Combination Kitchen-Laundries

Of Famous Hotpoint Quality Appliances

EASY TO WIN—NOTHING TO BUY!
*You Compete Only With People Living
In Your Own Section Of The Country!*

HERE'S your chance of a lifetime to win the home of your dreams absolutely FREE!

For Hotpoint, in celebration of its Golden Anniversary, is presenting the easiest-to-win contest of its kind ever known—with over \$2,000,000.00 in prizes!

And what prizes they are! Win one of the four sectional first prizes and you'll soon be moving your family into a luxurious, custom-designed Hotpoint dream home — built on a spacious lot of *your own choosing* and completely equipped, furnished, decorated and landscaped!

But that's not all. There are 50 second prizes of complete Hotpoint combination kitchen-laundries to be awarded sectionally —and 5000 third prizes of famous Hotpoint quality appliances —to be awarded local winners through local Hotpoint dealers!

And it's easy to win! All you do is merely ask your nearby Hotpoint dealer* for a free entry blank, fill it out and mail it in! There's nothing to buy, no puzzles to solve—so enter soon!

*Dealers are listed in most classified phone directories.

Eastern Prize Home — Imaginative but practical split-level design. Three large bedrooms, two baths, fireplace. Spacious living room opens onto lovely terrace. Children's play area. Complete all-electric Hotpoint combination kitchen and laundry. Architect: Stanley Reese, New York City.

Hotpoint

FIRST WITH THE FINEST FOR 50 YEARS!

Ranges • Refrigerators • Dishwashers • Disposalls® • Water Heaters
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Hotpoint Co. (A Division of General Electric Company), Chicago 44.



Architect: Bruce McCarty, AIA, Knoxville.

Southern Prize Home — Specifically designed for Southern living, this gracious home features two terraces—one off the living room, one off the large family recreation room. To assure quiet, the three bedrooms are separated from activity areas. Two baths, dressing room, fireplace, combination Hotpoint kitchen and laundry.

FREE — Fifty \$3000.00 De luxe Hotpoint Combination Kitchen - Laundries!

(one for each of 50 geographical areas)

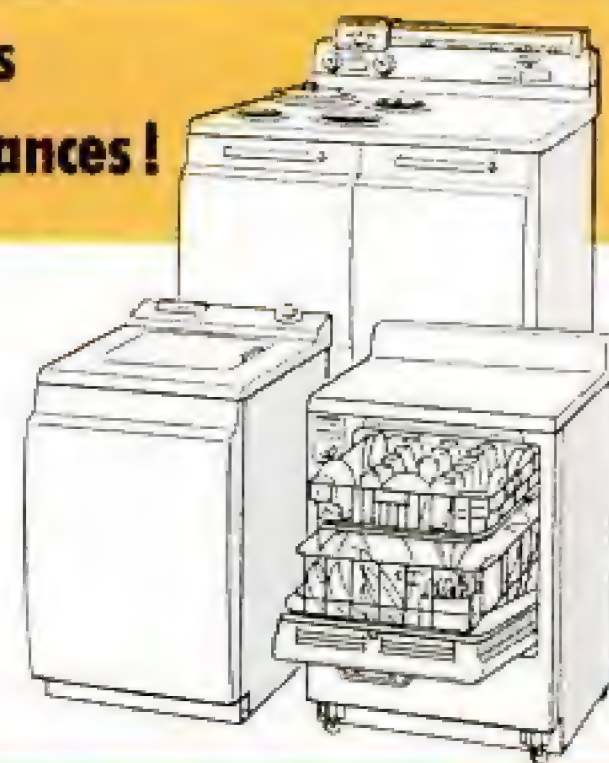


● Imagine your home with a modern Hotpoint kitchen-laundry! You can win one free in this easy contest. And look at all you'll get—de luxe Hotpoint Electric Range . . . Hotpoint Refrigerator-Freezer . . . Hotpoint Automatic Dishwasher . . . Hotpoint Food Waste Disposer . . . Hotpoint Pushbutton Automatic Washer . . . Hotpoint Clothes Dryer . . . plus cabinets! (See note below.)

FREE — 5000 Famous Hotpoint Electric Appliances!

● Yes, there are literally 5000 third prizes in this fabulous easy-to-win contest—to be awarded local winners through local Hotpoint dealers! Every third-prize winner will be awarded a beautiful Hotpoint Electric Range . . . Hotpoint Automatic Dishwasher . . . or Hotpoint Automatic Washer.

NOTE: Winners will be refunded full purchase price on any single Hotpoint appliance bought during contest that duplicates prize won.



HERE'S ALL YOU DO:

1 In 25 words or less complete the statement: "I would like to own a Hotpoint . . . [state type of Hotpoint appliance you want most] . . . because . . ."

2 Entry blanks must be validated by a Golden Anniversary Hotpoint appliance dealer in space provided. Mail self-addressed validated entry blank at once.

All entries must be postmarked before midnight, June 25, 1955 and received by July 6, 1955. You may send as many entries as you like, but no entrant may win more than one prize.

No entries may be submitted by employees or members of the families of employees of Hotpoint Co., its advertising agencies, distributors, dealers and Street & Smith Publications, Inc.

All entries become the property of Hotpoint Co.

All entries will be judged on the basis of sincerity, originality and aptness of thought by the Reuben H. Donnelley Corp. Decision of the judges is final. Duplicate prizes will be awarded in case of ties.

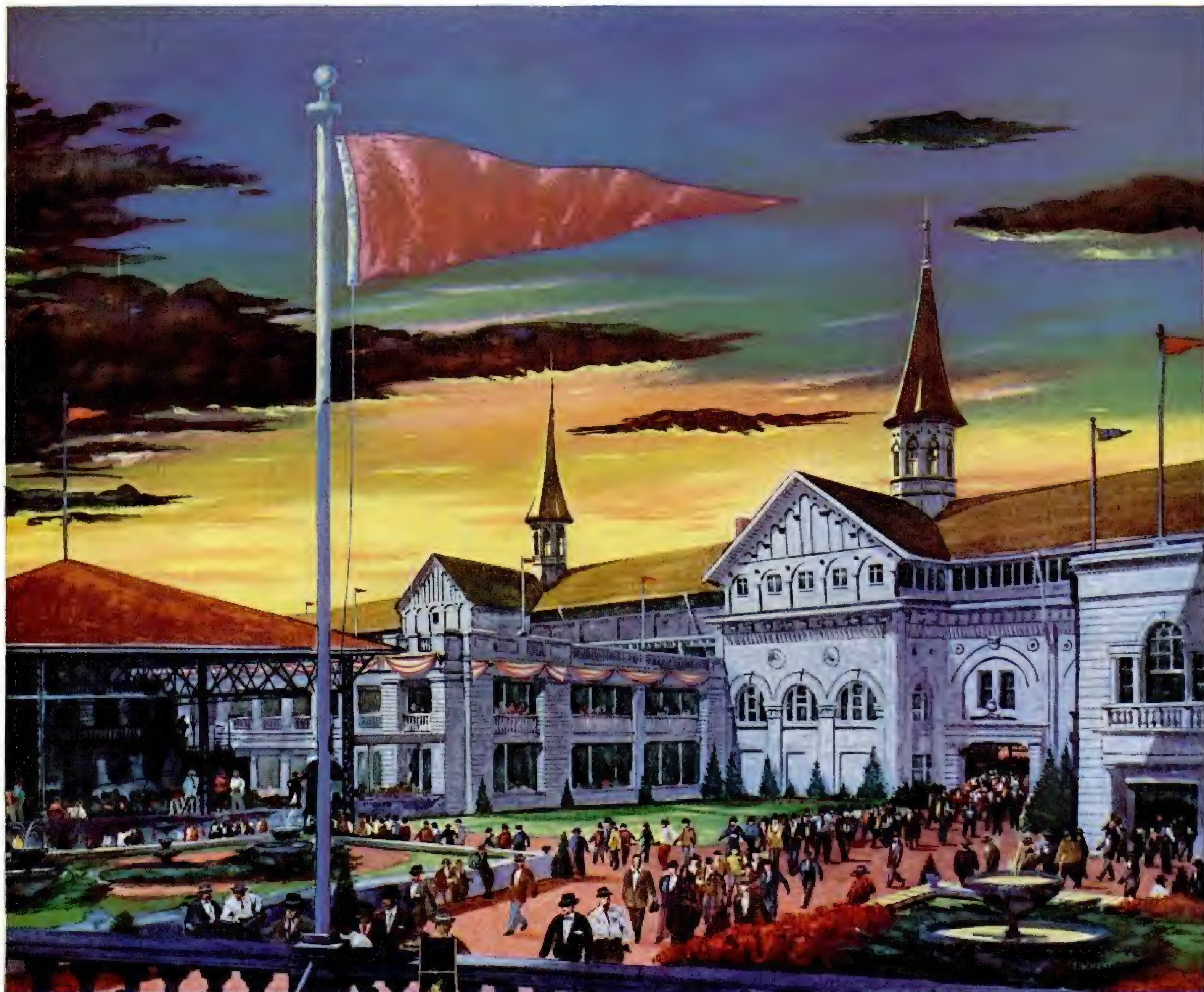
This contest open to residents of the continental U.S. and Hawaiian Islands only, and is subject to all federal, state and local regulations.

ON ANOTHER PAGE

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AFTER THE DERBY AT CHURCHILL DOWNS

No other whiskey
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As Derby Day ends at Churchill Downs—people who have come here from all over the country are saying, “It’s Four Roses time.” Time for a cool, frosty julep made with Four Roses—the one whiskey that enriches a drink with special and distinctive flavor . . . smoother, mellower and so pleasant to taste that millions prefer it to any other whiskey.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

SIR WINSTON'S HIDEAWAY

Deep down in the "ropemaker's grotto," an ancient stone quarry in Syracuse, Sicily, a homburg-hatted figure, dwarfed but unmistakable, was happily daubing away with his paints. After over half a century of prodigious service to Britain, Sir Winston Churchill was enjoying his first sunny days of retirement. The crosses in front of him are part of the equipment used by ropemakers who

ordinarily carry on their craft in the quarry.

A whole slew of Italian cops and British detectives did their best to guarantee his seclusion. While Sir Winston painted they hovered about, like the one at center right, keeping pursuing photographers at telescopic lens distance. But last week the old statesman still had too much work to finish (*next page*) to be content very long with seclusion.



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SIR WINSTON STROLLS THROUGH THE HOTEL VILLA POLITTI GARDENS, IGNORING LAUNDRY HANGING OUT TO DRY

HIS NEW HISTORY WILL APPEAR IN 'LIFE'

A little painting, some puttering about in the gardens and Churchill was ready to resume work on another of his great literary projects, an undertaking entitled *A History of the English-speaking Peoples*. Almost completed by 1940, then laid aside during the war and the busy postwar decade, this is a work of wide scope, covering not only Great Britain but two Commonwealth nations and the U.S. as well.

Following a recent visit to Sicily by Henry R. Luce, editor-in-chief of *TIME*, *LIFE* and *FORTUNE*, it was announced that *LIFE*, which published Churchill's monumental history, *The Second World War*, would also publish his *History of the English-speaking Peoples*. Publication will probably begin early next year.

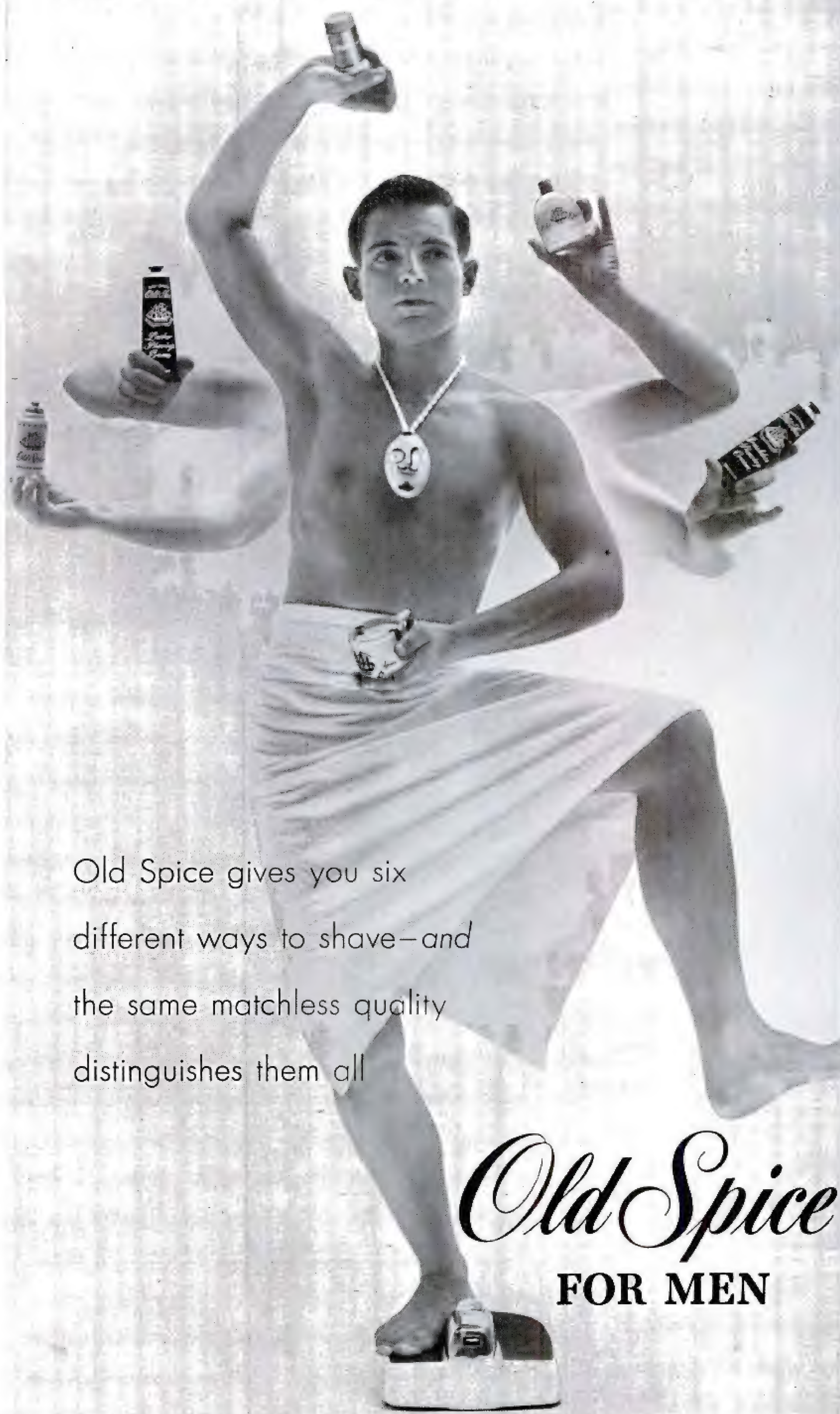


WITH HENRY R. LUCE the former prime minister winds up discussion of publication of his new work.



WITH LADY CHURCHILL, who has her arm in sling following a neuritis attack, Sir Winston walks along the hotel veranda.

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different ways to shave—and
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distinguishes them all

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FOR MEN



Devotees of speed insist on OLD SPICE SMOOTH SHAVE in the pressurized container. Quickest quality lather known to man. 1.00



Brush-men go for that warm, rich soap-lather whipped up in the hearty OLD SPICE MUG. 1.25 (Big refill .75)



In the convenience of a tube, Old Spice offers BRUSHLESS or LATHER CREAM, whichever you've the notion. Each .50



Or soap-and-brush fans tote this lightweight traveler—OLD SPICE SHAVE STICK in handy plastic holder. .75



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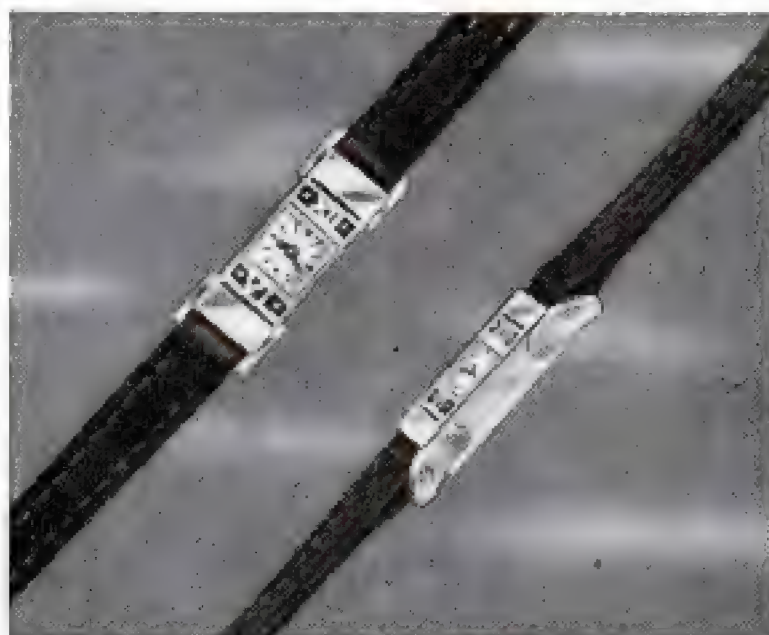


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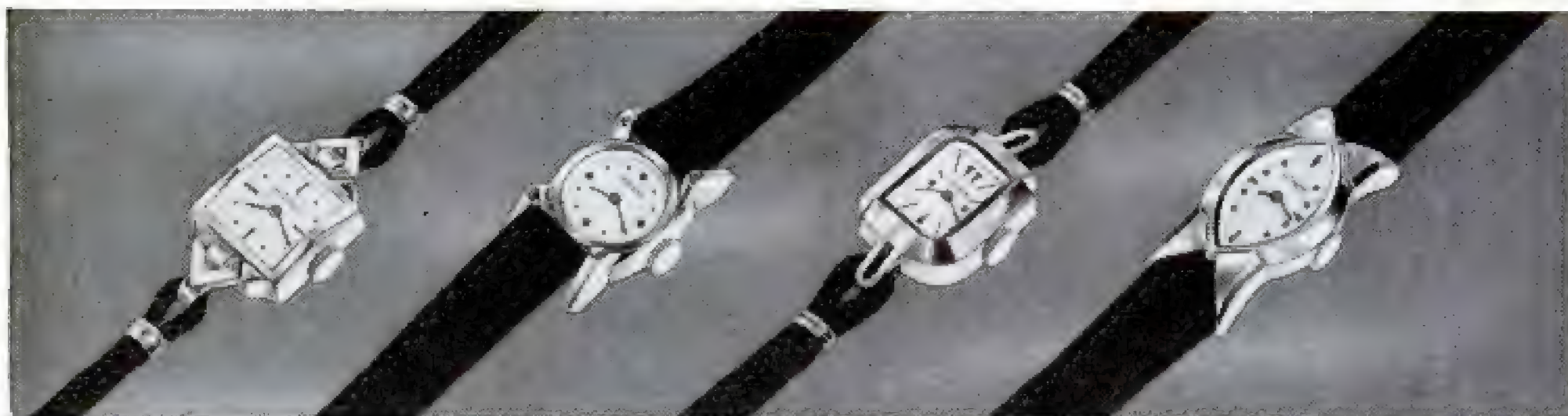
LE COULTRE WRIST ALARM—"A Watch With A Memory"—for a college man, a salesman, a busy executive—for you! Smartly thin and handsome, its "golden voice" reminds of every appointment, awakens you each morning. A separate crown winds and sets the alarm—the "alarm time" is indicated on a turning disc in the center of the dial. Sweep second hand. Gold-filled, \$79.50. Waterproof* gold-filled, \$84.50. 14K gold, \$125.



THE MOST COMPLICATED WATCH in the world. The finest example of precision craftsmanship has 400 parts. It is a minute repeater, automatic calendar and a split-second timer. Fine 18K gold case, \$3,850.



THE SMALLEST WATCH in the world. Less than one-third as wide as a dime! A work of elegance and precision craftsmanship in the true LeCoultre tradition. An excellent timekeeper. In platinum, \$1,375.



LE COULTRE COUTURIER CREATIONS—Diminutive, dainty elegance and impressively fashionable beauty are inevitably combined with dependable accuracy in each of these Most Exceptional fine watches. From

left to right: "Fay", in gold-filled case, \$71.50; "Petite", in yellow or white 14K gold case, \$110; "Desiree", yellow or white 14K gold case, \$117.50; "Marquise", yellow or white 14K gold case, \$117.50.



LE COULTRE AUTOMATIC DRESS WATCHES—Pride-inspiring performance and style are featured in these examples of watchmaking's most creative skill. The Futurematic—100% self-winding—engineered to be

most accurate automatic watch in the world; Reserve Power Indicator; gold-filled, \$95; 14K gold, \$159.50. Powermatic "C", gold-filled case, \$82.50. Powermatic "E", gold-filled, \$79.50. Shock-resistant movements.

FOR YOU—OR FOR A VERY SPECIAL GIFT

LE COULTRE

THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

Exclusive in style and beauty, exceptional in performance—every LeCoultre timepiece gives evidence of the inventive genius and superb skill of its maker. Since 1833, LeCoultre watches and clocks have been crafted to the highest standards in watchmaking. See your Authorized LeCoultre Jeweler for these and other "Most Exceptional Watches and Clocks in All the World".



LE COULTRE POWERMATIC NAUTILUS. Smart self-winding waterproof* watches satisfy most exacting timekeeping requirements. Shock-resistant; unbreakable mainsprings. Nautilus "L", gold-filled case, \$85. Nautilus "T", sweep second hand; Reserve Power Indicator; expansion band with basket-weave insets; stainless steel, \$95. Nautilus "S", sweep second hand; Reserve Power Indicator; gold-filled case, \$89.50.



ATMOS—THE PERPETUAL MOTION CLOCK—This amazing LeCoultre creation offers virtual perpetual motion. No winding ever—it is powered alone by unfailing daily changes in temperature. Measures 9 1/4 x 8 1/4 x 6 1/4 inches. \$150, plus fed. tax.

WORLD'S MOST EXCEPTIONAL WATCHES

LE COULTRE

WORLD'S MOST EXCEPTIONAL CLOCKS

*So long as crystal, back and stem are intact

DIVISION OF LONGINES-WITTNAUER WATCH COMPANY

Prices of Watches include Federal Tax



FESTIVAL FIRES consume group called the "New Barbarians," mounted expressionists, cubists and surrealists, who had been charging a fine arts palace.

FIESTA FUN AND FIRE IN OLD VALENCIA

Spanish city joyously burns statues it built

Every spring for more than a century Valencia, a furniture-making center of Spain, has lifted her ancient eyelids and let out a joyous salute to hell's fire and St. Joseph. Actually St. Joseph, patron of the carpenters and furniture makers who keep the city echoing around the year with hammer whacks, gets only passing attention. But months in advance the town's neighborhoods start building *fallas*, elaborate statues of plaster and paint poking fun at the devil's work: at everything from the high cost of living to the obstinacy of the British in refusing to give Gibraltar back to Spain.

For three glorious days the Valencians toast themselves in red wine and dance away the nights amid the frivolous *fallas*. Then, in a gesture that started centuries ago when carpenters used to sweep out their shops once a year and stage a glorious bonfire with the chips, they burn the *fallas*.

THE CENTRAL PIECE, the Fire Falla, seen in its daytime glory, is topped by a devil astride a prancing billy goat on a burning world. Below, Mars rides the Dove of Peace, while farther down a Yankee bull, with Europe on its back, is baited by a Russian bear. For a view of the Fire Falla at night, turn the page.





IN A SPECTACULAR AND SPUTTERING BATH OF FLASHING COLOR FROM BURSTING SKY ROCKETS, THE FIRE FALLA CHANGES COLOR MOMENT BY MOMENT





Your voice of wisdom says **SMOKE KENT**



Your voice of pleasure says **ENJOY KENT**

You owe it to yourself to know why KENT is so clearly different from other filter cigarettes. With your first carton of KENTS—

- 1.** You will know the *real* assurance you can only get with KENT's Micronite Filter.
- 2.** You will enjoy KENT's light, mild flavor that *stays fresh-tasting* all day through.

Here's the important reason: KENT's filtering material is not just cotton, paper or

cellulose, the material used in all other cigarette filters.

KENT's material is a scientific discovery that is so effective in removing microscopic particles that scientists recommend it for places where filter protection is vital.

No wonder KENT with the Micronite Filter puts *extra* protection—and *extra* pleasure—in your filter smoking.

What a difference a KENT makes . . . buy a carton and see!



King Size or Regular
... both same price

KENT and *only* KENT has the MICRONITE FILTER . . . the filter that takes out even microscopic particles.

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

buy now and
save



Odo-ro-no

NOW...for a limited time only! America's first deodorant...specially priced to introduce the new "Protective Circle" formula! Actually puts a "Protective Circle" around the underarm area...stops odor, checks moisture for 24 hours! Trust your nice clothes...trust your niceness...to gentle, super effective Odo-Ro-No! Prices plus tax
BUY NOW! TAKE ADVANTAGE OF THESE EXTRA-VALUE PRICES!

Valencia Fiesta CONTINUED



MELTING MODEL, a life-size figure, had its suit coat swiped by an impoverished Valencian just before the flames started to soften and finally consume it.



HENPECKED HUSBAND in *falla* spoofing spineless men and nagging women scrubs the family wash while his wife lies in bed snapping out orders to him.

\$25,000.00
YOU can win CASH

in Springwall's Lucky Lady Contest!

**One Great Big Prize
 and it's a fortune!**



REPLACEMENT OF 30 DAYS OF MONEY
 Guaranteed by
 Good Housekeeping
 IF NOT AS ADVERTISED THEREIN

12 resilient-steel supports hold the entire sleeping surface sag-free firm from edge to edge. That's why Snell Laboratories rate Springwall best, in tests of 4 leading brands... on all 3 factors specified for relaxing sleep by hundreds of physicians.

Illustrated: Springwall Quiltress, quilted upholstery throughout. Smooth sleeping surface... \$69.50.
 Other Springwall Mattresses from \$49⁵⁰

**Any Woman in America
 can be the Lucky Lady.
 Read how it can be you!**

"What Would You Do with \$25,000.00?"

For the best 25-word answer to this question, in Springwall's Lucky Lady Contest, the makers of Springwall Mattresses will actually give one great big cash prize of just that amount—\$25,000.00.

To be eligible, do this: Buy a Springwall Mattress and matching box spring today (or anytime before July 31). With your purchase your dealer will give you an Official Lucky Lady Contest Entry Blank. Simply fill in your answer in your own way, sign and mail (see below).

You may be the Lucky Lady to win Springwall's great big cash prize of \$25,000.00. So don't wait. Don't put it off. Give yourself this once-in-a-lifetime chance.

See your Springwall dealer this very day.

HERE'S ALL YOU HAVE TO DO:

1. This contest is open to every man or woman who purchases any Springwall Mattress and matching box spring before July 31, 1955.

2. On the Official Entry Blank furnished you with your purchase by the dealer, write—in 25 words or less—your answer to "What Would You Do with \$25,000.00?". (You are entitled to one Entry Blank for every set you buy.)

3. Mail your entry to the Lucky Lady Contest, c/o the Reuben H. Donnelley Corp., P. O. Box No. 850, New York 46, N. Y., who are the official judges.

4. All entries must be post-marked not later than August 8, 1955 and received by August 15, 1955.

5. Be sure to retain your dealer's receipted bill for the set you buy, as your proof of purchase.

Subject to federal, state and local regulations



GUARANTEED FOR 10 YEARS AGAINST STRUCTURAL DEFECTS
 BY THE MAKERS OF THESE GREAT BRANDS

TIGER BRAND Springwall—HAGGARD & MARCUSSON CO., Chicago, Ill.

KING KOIL Springwall—THE UNITED STATES BEDDING CO., St. Paul, Minn.

SOUTHERN CROSS Springwall—SOUTHERN SPRING BED COMPANY, Atlanta, Ga.

ECLIPSE Springwall—ECLIPSE SLEEP PRODUCTS, INC., New York, N. Y.—Los Angeles, Cal.

Only 1 Mattress—SPRINGWALL
has the invention that gives you 4-ways-better sleep

1. Insures medically correct sleep posture
 (banishes a leading cause of morning backache)
2. Extends the sleeping area 33½%
 (firm support even at the edges. Never that "falling out of bed" feeling)
3. Positively prevents mattress sag
 (in the middle, at the edges, edge to edge)
4. Adds years of comfort and wear
 (as certified by Foster D. Snell Laboratories)

So, everyone who buys a Springwall, WINS!

Never, never, never before! A pre-shaped



bra so soft, **so light...yet** keeps **its shape**



through the wash-life of the fabric itself!



The secret's the ingenious **MAGIC WHEEL!**



PETER PAN **new**

*Merry-Go-Round**

with the **MAGIC WHEEL**



Gives you the ideal contour
only a Peter Pan pre-shaped cup
can give—yet *without a rigid rib*
in the entire garment!
(Molds and holds even in
sheer, sheer fabric!)
The Can't-Curl band
circles the cups
beneath
and betwixt;
gives you the
separation of a wire bra
—yet *without a wisp of wire!*

To look your best, look for
this new magical Merry-Go-Round!

White broadcloth, 3.95;
nylon taffeta or sheer nylon, 5.00

Reg. U.S. Pat. Off.

PETER PAN FOUNDATIONS, INC., NEW YORK 16

Valencia Fiesta **CONTINUED**

QUIPS ON A EUROPEAN CRAZE



MOTORING MANIAC who endangers everything afoot is one in series of satires on the European mania for riding on Vespas, the Italian motor scooters.



HEAD-ON SMASHUP, in another tableau, sends a wild rider crashing into a small fruit stand and making a perfect one-point landing on a fruit basket.



UPS AND DOWNS of Vespa-riding are shown in picture of *Roman Holiday* scene with Hepburn and Peck motoring gaily by crash victim of center picture.

ARLENE FRANCIS SAYS:

Come to the

Glidden Festival of Color

APRIL 27 THROUGH MAY 14 AT GLIDDEN SPRED DEALERS EVERYWHERE



See how big new 4-inch paint chips help you get exactly the colors you want in

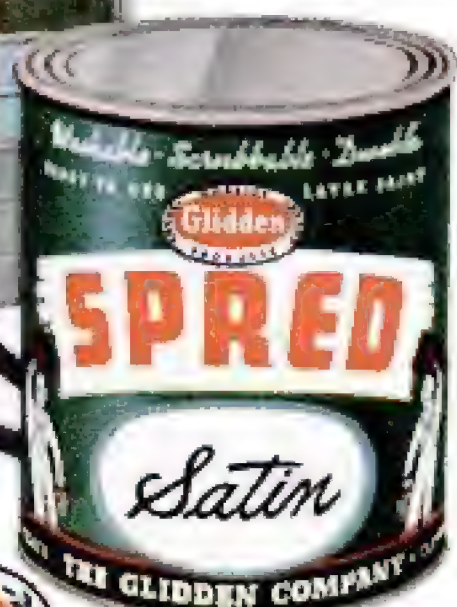
SPRED SATIN

THE 100% LATEX WONDER WALL PAINT

When you stop in to register for Festival of Color prizes (see below), ask your dealer about the 174 gorgeous new SPRED SATIN colors. See how the new *Dramatone* color system with big 4-inch paint chips gives you exactly the colors you want—helps you get perfect harmony with colors in your upholstery, draperies and carpeting.

How SPRED SATIN out-performs all other paints

Dries in twenty minutes • Goes on twice as fast
No unpleasant odor, no fumes • Use brush or roller • No brush or lap marks • Can be touched up • No shiny streaks • Brushes clean in water
No turpentine or other "extras" • SPRED SATIN can be washed or scrubbed...
\$5.69 GAL. buy now for your spring painting during the Glidden FESTIVAL OF COLOR!



See Arlene Francis
Star of NBC-TV
HOME Show



The Glidden Co., Cleveland 2, Ohio. In Canada: The Glidden Co., Ltd., Toronto, Ont. SPRED products also sold by dealers for the following paints: HEATH & MILLIGAN • CLIMATIC • ROYAL • T. L. BLOOD

You can

WIN!

YOUR HOME PAINTED FREE INSIDE AND OUT

Nothing to buy, nothing to rhyme or solve... just register for the drawing being held by all SPRED or Glidden dealers during the FESTIVAL OF COLOR... April 27 through May 14.

You may win one of 48 big painting prizes. All the work will be done free by professional painters, exactly the way you want it done. Get complete details from your dealer... come in and register today!

This offer limited to persons in the continental U.S., Hawaii, Alaska; and is subject to all federal, state and local regulations.

Buy your paint now during this **VALUE** event



ENDURANCE IMPERIAL

ONE-COAT WHITE HOUSE PAINT

Saves you 1/2 the time—nearly 1/2 the cost because one coat covers! Gives you double the beauty, too! **\$7.98** Gal.



FLORENAMEL

HIGH GLOSS ALKYD ENAMEL for porch floors, steps or any other floor that gets lots of wear. Dries overnight without streaks or brushmarks. **\$6.10** Gal.



JAPALAC

FOR TILE-LIKE ENAMEL BEAUTY in bathrooms, kitchens, furniture, a high-gloss alkyd enamel that flows on smoothly to a gleaming finish. **\$2.51** Qt.



SPEED-WALL

NEW! ALKYD SEMI-GLOSS FINISH FOR WALLS AND WOODWORK: For those who prefer semi-gloss on walls or woodwork. Colors exactly match SPRED SATIN. **\$1.89** Qt.



SPRED GLIDE-ON

NEW! FOR STUCCO, MASONRY, ASBESTOS SHINGLE HOMES. Vinyl latex paint for exteriors! *Spred Glide-On* vinyl latex goes on fast—with brush, roller, or spray gun. **\$6.15** Gal.

Prices may be slightly higher in some areas



Pour yourself some health!

What wonderful luck! So many foods taste so much better when you pour on milk. And milk is one of the best food bargains in the U.S.A.

It's everywhere. It's always pure and good. And it's still the most refreshing cold drink we've ever had.

So pour it on! Pour yourself some health.

Your family *needs* milk (at least 3 glasses every day for adults, 4 for children). Your family *wants* milk. Your guests will *love* milk. And milk's a bargain.

Milk

You never



Make every day a
Festival

outgrow your need for Milk!

Drink at least
 3 glasses
 of Milk
 each day



This message is paid for by dairy farmers across the Nation as part of their program to show you how you can live better with foods made from milk

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Watch Disneyland on ABC-TV, Bob Crosby on CBS-TV



The new ultra-smart Montclair Sport Coupe, shown above, is one of Mercury's 11 models in 3 series.

Can you find a clue to Mercury's new 1955 performance in this picture?

WE'LL GIVE YOU A HINT. IT'S AT THE BACK OF THE CAR. IT'S DUAL EXHAUST—THAT CUTS POWER LOSS, BOOSTS USABLE POWER, AND INCREASES ECONOMY.

It's another "First" for Mercury in its Price Range. Mercury's new Montclairs and Montereys are the first medium-priced cars to offer this fine-car feature at no extra cost. In the photograph above, you'll see those dual-exhausts built into the rear bumper assembly—and they're the tip-off on Mercury's super-power story for 1955.

New Super-Torque V-8's on Every Model. Horsepower is up to 198 in the Montclair series, 188 in Montereys and Customs. But the real reason for Mercury's big edge in performance is the way this high horsepower is put to work—not just for greater top speeds, but for *everyday* driving.

Special Mercury Features. In addition to the dual exhausts, there's a special 4-barrel *vacuum* carburetor . . . unique high-compression spark plugs . . . wedge-shaped high-turbulence combustion chambers . . . and dozens of other "exclusives." All have been especially engineered to increase

pickup power, *passing* power, *hill-climbing* power—the kind of power that makes sense for your normal driving needs—adds to your safety, too.

1955's Most Advanced Styling. And, remember, Mercury's one of the few cars that doesn't look like any other car on the highway. Its all-new styling is *exclusive*—designed for Mercury and Mercury alone. We invite you to drop in and see—and try—America's most advanced car at your nearest Mercury dealer's.

MERCURY DIVISION • FORD MOTOR COMPANY

IT PAYS TO OWN A **MERCURY** FOR FUTURE STYLING — SUPER POWER



EINSTEIN'S DESK, AS HE LEFT IT, HOLDS HIS PIPE AND PAPERS. HE WAS USING EQUATIONS ON BOARD IN SEEKING NEW WAYS TO EXPRESS RELATIVITY THEORY

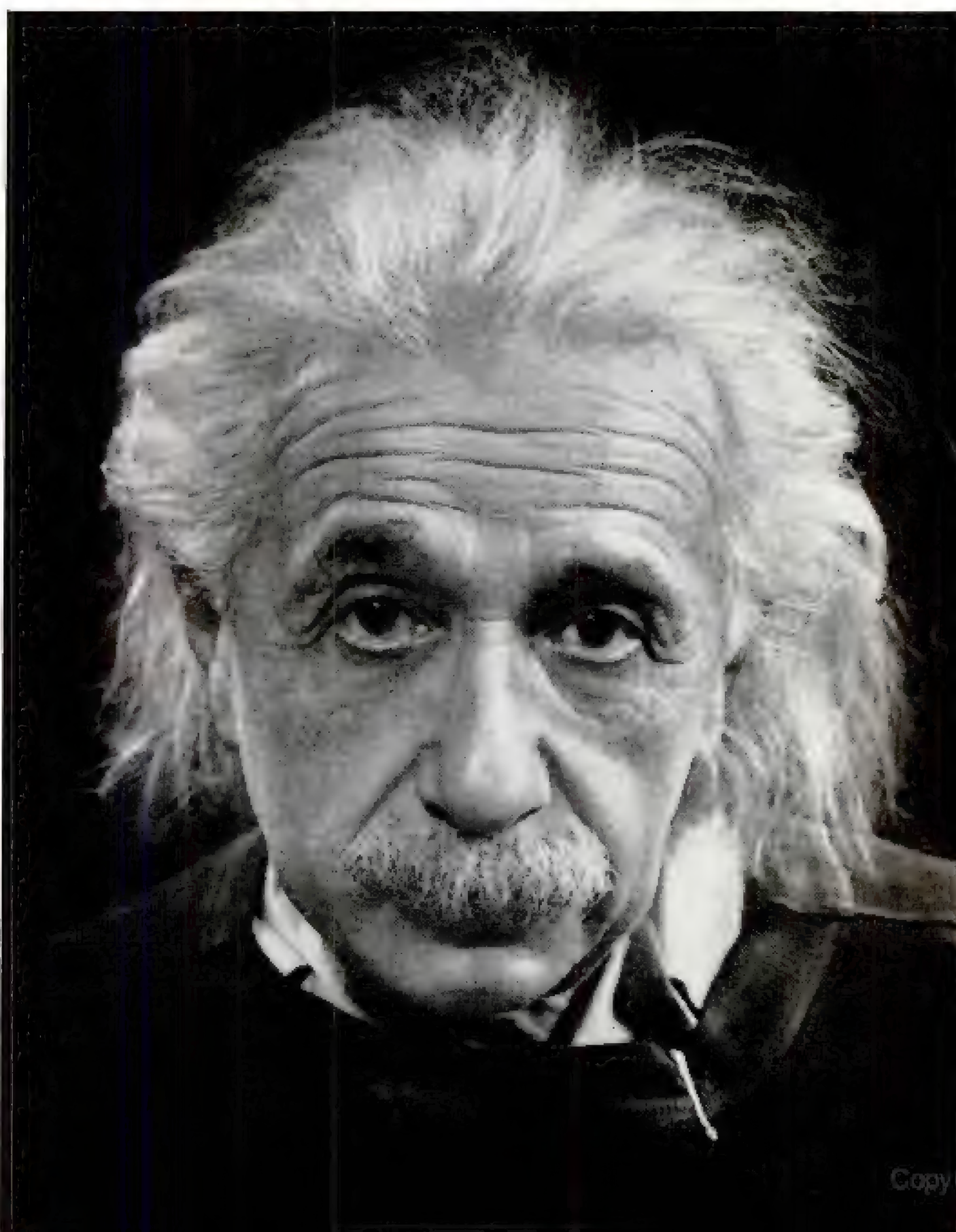
DEATH OF A GENIUS

His fourth dimension, time, overtakes Einstein

The empty chair by the formula-filled blackboard looked as if the scholar who usually sat in it had merely stepped away, perhaps to gaze reflectively at the meadow which rolls past the Princeton Institute for Advanced Study. But the chair would not again be filled. Last week the entire world went into mourning for the greatest scientific thinker of his age, the man who had painted a new picture of the universe with his concept that time is the fourth dimension. Victim of a ruptured artery, Dr. Albert Einstein had died in his sleep at the age of 76.

For 50 years the world had been heaping honors on him, but Einstein remained indifferent to worldly glory. Dressing in baggy old clothes, he shut himself away in lonely contemplation of the massive intellectual problems he alone could solve. But he emerged to champion the ideals he cherished: justice, freedom, peace. He believed in his own form of "cosmic" religion. "I do not believe in the God of theology who rewards good and punishes evil," he said. "... the presence of a superior reasoning power ... revealed in the incomprehensible universe, forms my idea of God." The day he died, his body was cremated. Without ceremony, family and friends said a last farewell at the cemetery. Einstein's brain had been removed for scientific study, a last gift to man's knowledge.

1947 PORTRAIT BY PHILIPPE HALSMAN WAS AN EINSTEIN FAVORITE



Harsh shampoos
"dry" your hair!

*Halo
Glorifies it!*



No other leading shampoo
leaves your hair so sparkling
clean—so shining bright—
yet is so mild as Halo!

YES, tests in hardest water prove
your hair so sparkling clean—so shining
bright—yet is so mild as Halo!

No wonder you'll see a beautiful
difference in your hair . . . when you
change to milder, gentler Halo!

The reason—there are no drying,
irritating chemicals, sticky oils or
harsh soaps in Halo! Milder, gentler
Halo's exclusive "glorifying" ingredi-
ent removes dull film and loose dan-
druff . . . leaves your hair cleaner,
softer, more sparkling—never dry!
Halo is so effective, just one Halo
shampoo brings out all the natural
brilliance of even dull hair . . . makes
it more fragrant, much easier-to-
manage. All without special rinsing!

So change from harsh
shampoos to Halo—and
see the shining difference!
Try the 29¢ size—or get
an average three months
supply 89¢.



Halo—
glorifies dry, oily or normal hair

Death of a Genius CONTINUED

OLD MAN'S ADVICE TO YOUTH: 'NEVER LOSE A HOLY CURIOSITY'

As a scientist Einstein's creative imagination wrought the greatest revolution of our time and also touched man's everyday life. His famous formula, $E=mc^2$, proving that matter is concentrated energy, ushered in the atomic age. His photoelectric law, for which he won the Nobel Prize in 1921, led to the development of the photoelectric cell, which has been put to a thousand practical uses. His theories on the structure of solids paved the way for transistors, the tiny devices that now are revolutionizing electronics. His theory of relativity made possible the atom-smashers.

Just as his ground-breaking scientific conclusions were unconventional, so were Einstein's philosophical concepts. In politics he took sides that were unpopular with Americans. In the sphere of religion his views contradicted strongly held beliefs. But because of his unwavering rectitude Einstein was regarded as one of the most unselfish men of his time. An intimate glimpse of Einstein's personal manner is afforded by this personal memoir by one of LIFE's editors, William Miller:

SOME months before Einstein's death I drove up to the scientist's small house at 112 Mercer Street, Princeton. Two others were with me, my son Pat, a Harvard freshman who had long made Einstein one of his personal heroes, and a friend, Professor William Hermanns of San Jose, Calif., who had known Einstein years ago in Germany.

It was not an errand of idle curiosity but planned in the hope that such a meeting might help give some inspiration to Pat. He had always shown a natural gift for the sciences, had managed to win the science prize at his prep school, but at college had bogged down into a sort of philosophical nihilism, asking himself what significance there was to human endeavor if the universe was dying.

Our intermediary, Dr. Hermanns, a German from a cultured and well-to-do family, had volunteered for World War I, lived through the indescribable carnage of the Battle of Verdun, been captured and imprisoned for three years by the French. Afterward he was a poet, then a fugitive from Hitler. In his 50s, he is a gentle man of transparent idealism and unselfishness. He was a friend of Bishop Fulton Sheen and hoped to get from his old friend Einstein a statement about the latter's concept of God which the bishop might use on his television program. We had chanced the trip without an appointment.

When we knocked at Dr. Einstein's door we were told he was having tea with guests and could not be disturbed. But after Dr. Hermanns explained his old acquaintanceship Dr. Einstein's secretary admitted us to a small parlor, separated by drapes from the dining room. Beyond them we could hear voices and the occasional clink of spoons. The drapes parted and Einstein came through them, his magnificent face wreathed in its halo of flowing white hair, his childlike eyes looking from face to face with impartial serenity, benignity and angelic indifference. He was wearing sandals, baggy slacks and a gray woolen pullover sweater, a tieless shirt open at the neck.

Looking about the room, I was struck by the porcelain figure of a Madonna and Child in one corner. Meanwhile Dr. Hermanns talked with Einstein. He was getting nowhere in his quest for a definition of Einstein's religion. But looking at Einstein's face one had the feeling of seeing a living saint. The lucid windows of his eyes seemed to reveal not a man but an embodiment of pure thought.

"I came because I am concerned about the growth of anti-Semitism," said Dr. Hermanns. "The anti-Semites spread it by saying that you want to share our atomic secrets with Russia."

Einstein leaned back in his old-fashioned rocker and, chuckling mildly, said, "Whoever said that is just another liar. The problem is one of human survival. If the nations do not agree on basic principles first, all our treaties and armaments are for nothing. There is no security for one if not for all; security is indivisible. Only a supranational government, including all nations, can save us."

Dr. Hermanns changed the subject to religion. "I believe you once said that one could name the *Urgesetz*, or law of laws, God."

"You are in full liberty to call any power you believe in God," said Einstein, shrugging. "But if you say this, what are you telling me? I cannot accept any concept of God based on the fear of life or the fear of death, or blind faith. I cannot prove to you that there



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Perfect precision.

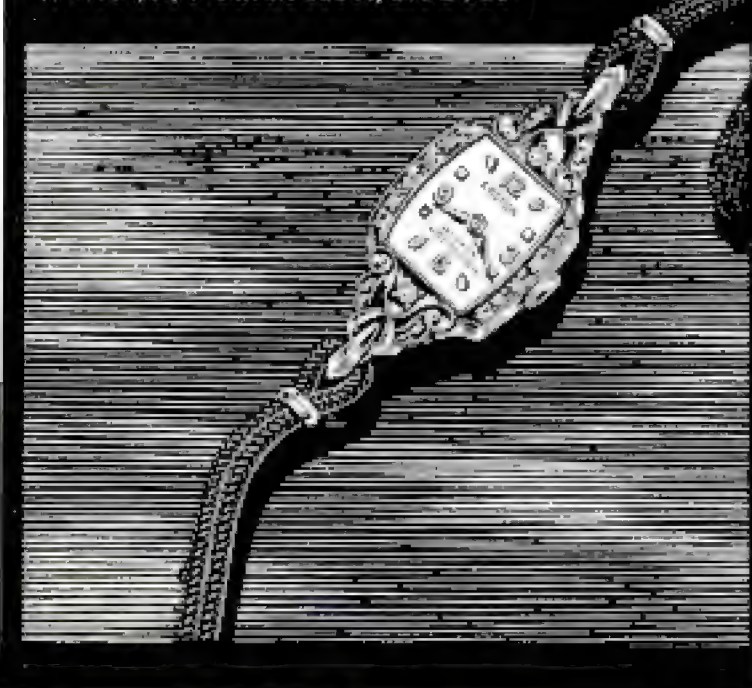
89⁵⁰

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get a carton wherever soft drinks are sold.

NATIONAL NUGRAPE COMPANY • ATLANTA, GA.

CONTINUED ON PAGE 64



CARPET IS SO EASY TO CARE FOR

With soft beautiful carpet, you can sing "goodbye forever" to scrubbing and waxing hard floors. Carpet is so easy to "pick up" and keep clean. A whisk of your vacuum keeps it delightfully fresh and full of life...so lovely to look at, you feel that extra thrill of pride in your home.

But there's so much more in carpet than meets the eye. Carpet brings relaxing peace and quiet, soft friendly warmth, cozy comfort—an atmosphere of

hominess and security that makes every member of your family feel "there's no place like home." Today, more than ever, your family will appreciate the quiet comfort and restfulness of carpet.

Lovely, long-wearing carpet costs far less than you think. And it's so easy to buy on convenient budget terms. So why not start enjoying it now? Ask your dealer to show you the wonderful colors and textures of today's new rugs and carpets.

Buy carpets designed and made for the American way of life by these American manufacturers

Artloom • Beattie • Bigelow • Downs • Firth
Gulistan • Hardwick & Magee • Hightstown • Holmes
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HOME MEANS MORE — WITH CARPET ON THE FLOOR

MORE QUIET, MORE COMFORT, MORE BEAUTY, EASIER CARE

**NEVER CARRY
MORE CASH**
than you can afford to lose



**Wherever you go,
protect your money with...**

AMERICAN EXPRESS TRAVELERS CHEQUES

- Instantly accepted everywhere
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- Sold at any BANK, at Western Union, Railway Express offices. Only 75¢ per \$100.



Death of a Genius CONTINUED

is no personal God, but if I were to speak of him I would be a liar."

But was there no message, asked Dr. Hermanns, which he could take Bishop Sheen? "If you must tell the bishop something about me," he said genially, "tell him I am an honest man."

At this point my son asked if there was anything in which one could believe. "Certainly there are things worth believing," said Einstein. "I believe in the brotherhood of man and the uniqueness of the individual. But if you ask me to prove what I believe, I can't. You know them to be true but you could spend a whole lifetime without being able to prove them. The mind can proceed only so far upon what it knows and can prove. There comes a point where the mind takes a leap—call it intuition or what you will—and comes out upon a higher plane of knowledge, but can never prove how it got there. All great discoveries have involved such a leap."

"Does experience give us truth?" asked the young man.

Einstein warmed to the boy's search for guideposts. "This is a difficult question," he said, a slight lisp noticeable in his voice. "One is always seeing things without being sure that one does see them. Truth is a verbal concept, which cannot be submitted to mathematical proof."

Dr. Hermanns asked whether truth were not inherent in man. "You once told me that progress could be gained only by intuition and not the accumulation of knowledge."

"It is not quite so simple," said Einstein. "Knowledge is necessary too. A child with great intuition could not grow up to become something worthwhile in life without some knowledge. However there comes a point in everyone's life where only intuition can make the leap ahead, without knowing precisely how."

"You do believe in a soul," persisted Dr. Hermanns.

"Yes, if by this you mean the living spirit that makes us long to do worthy things for humanity."

I broke in to describe my son's philosophical impasse: "Now he can find no reason why he should strive to achieve." Einstein looked at Pat and simply asked, "Does not the question of the undulation of light arouse your curiosity?" (The nicest thing about the question was his simple assumption that the boy would understand it.) "Yes, very much," said the boy, his interest brightening.

"Is not this enough to occupy your whole curiosity for a lifetime?"

"Why, yes," said Pat, smiling rather sheepishly. "I guess it is."

"Then do not stop to think," said Einstein, "about the reasons for what you are doing, about why you are questioning. The important thing is not to stop questioning. Curiosity has its own reason for existence. One cannot help but be in awe when he contemplates the mysteries of eternity, of life, of the marvelous structure of reality. It is enough if one tries merely to comprehend a little of this mystery each day. Never lose a holy curiosity. Try not to become a man of success but rather try to become a man of value. He is considered successful in our day who gets more out of life than he puts in. But a man of value will give more than he receives."

At this point, feeling we had perhaps intruded too much on the great man's time, I interrupted and asked, if in leaving, I could take some motion pictures. As I shot the films Pat pointed toward a tree in the yard and asked whether one could truthfully say it was a tree. "This could all be a dream," said Einstein. "You may not be seeing it at all."

"If I assume that I can see it," persisted the student, "how do I know exactly that the tree exists and where it is?"

"You have to assume something," said Einstein. "Be glad that you have some little knowledge of something that you cannot penetrate. Don't stop to marvel."



FINAL WORDS OF COUNSEL were offered by Einstein to Pat Miller (right) standing on porch with Dr. Hermanns as the visit to the scientist ended.

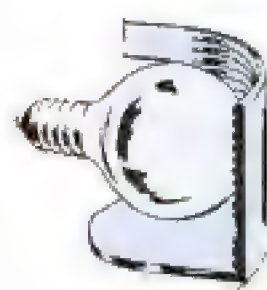
Foods Don't Trade Flavors!



fish and custard "live happily" together in an

Admiral®

DUAL-TEMP REFRIGERATOR-FREEZER



New light on an old problem! Admiral's new "Magic Ray" Lamp produces ozone that keeps flavors from mingling!...keeps delicate-flavored foods like custard from absorbing strong flavors of foods like fish...keeps the air in a Dual-Temp *fresh, clean, and pure* at all times!

Like Admiral's famous "Humid-Cold" Compartment, which keeps foods garden-fresh longer, Admiral's "Magic Ray" Lamp is big news! It has been tested and proved *in use* by the food industry! And the Admiral Dual-Temp is the *only* refrigerator-freezer with this vital food protection!

So, get the best out of a refrigerator-freezer—make *your* choice an Admiral Dual-Temp! See your Admiral Dealer today.

Admiral Corporation, Chicago 47, Illinois—In Canada: Canadian Admiral, Port Credit, Ontario.

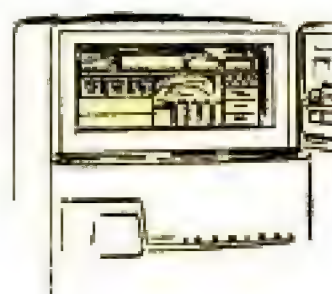
You can own an Admiral Refrigerator for as little as **\$2.08** a week. Your old appliance may more than cover down payment.

Model CT1381 In Primrose Yellow; also available in Sea Mist Green or White.

"Touch-O-Magic" Door Opener! Door opens with gentle touch of your elbow—handy when hands are full! Beautiful as it is convenient.



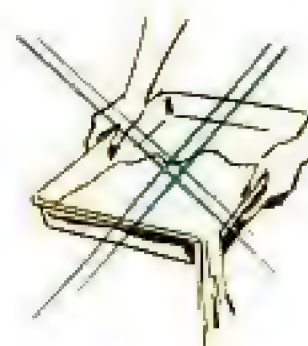
Sub-Zero Freezer fast freezes... stores 81 lbs. of food safely for as long as a year! Separately insulated and sealed off from rest of refrigerator.



Glide-Out Shelves move on nylon glides. Removable door shelves hold quart bottles. "Dairy Chest" has Removable Egg Racks, Butter Keeper.



No Defrosting Ever! Excess moisture in the Humid-Cold Compartment is automatically eliminated. No pans to empty, no mopping up!



Refreshment...



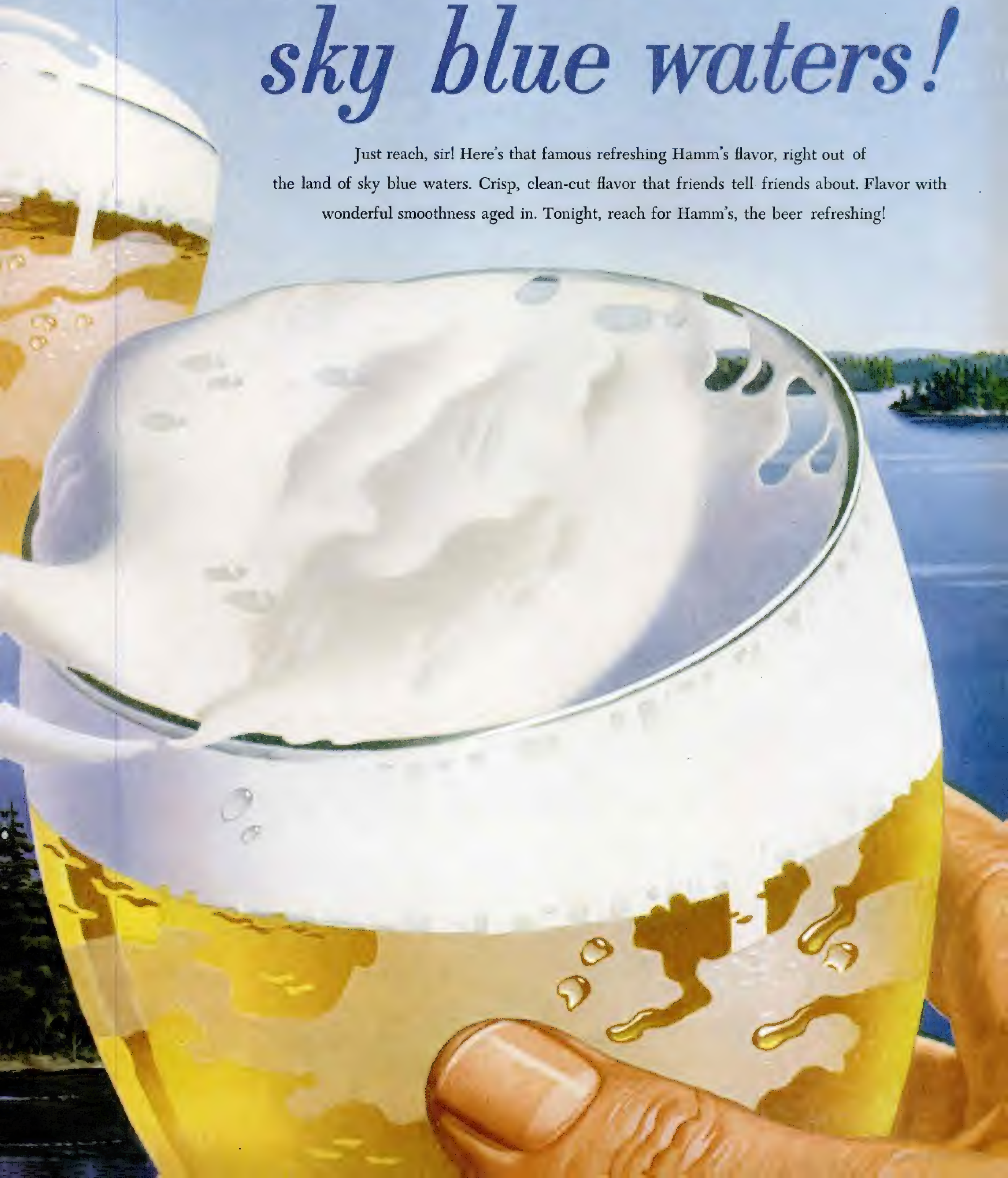
The background of the advertisement features a serene landscape with a calm lake, forested islands, and a clear blue sky. In the foreground, a row of glasses filled with beer is shown, each with a progressively larger head of white foam. To the left, a bottle of Hamm's beer and a can of Hamm's beer are displayed. The bottle label reads "Hamm's", "PREFERRED", and "Smooth BEER". The can label reads "Hamm's", "PREFERRED", "Smooth · Mellow", and "BEER".

Hamm's
the beer
refreshing

Theo. Hamm Brewing Co., St. Paul, Minn. and San Francisco, Calif.

from the land of sky blue waters!

Just reach, sir! Here's that famous refreshing Hamm's flavor, right out of the land of sky blue waters. Crisp, clean-cut flavor that friends tell friends about. Flavor with wonderful smoothness aged in. Tonight, reach for Hamm's, the beer refreshing!





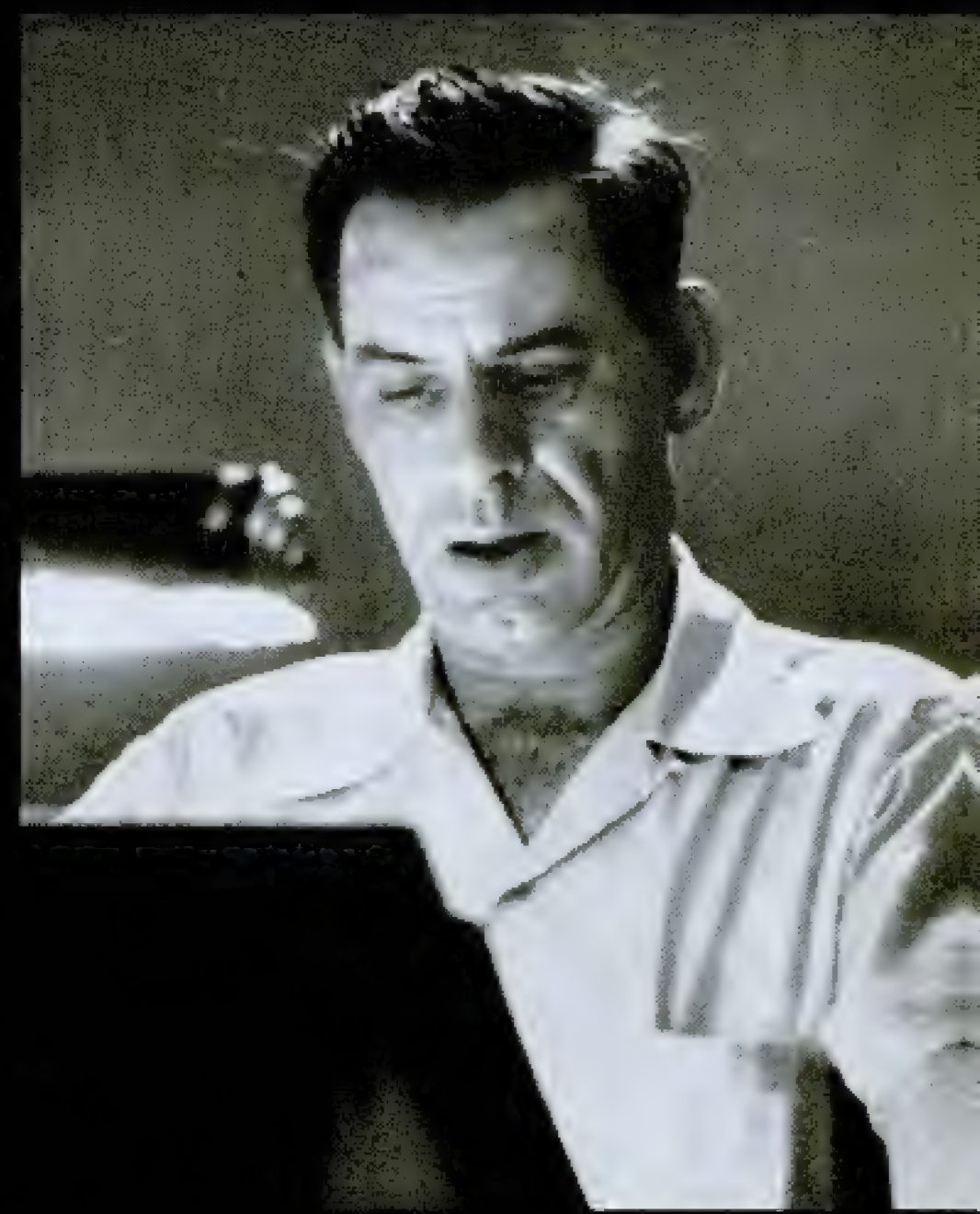
For easy days...

Perfect Rice Without Cooking!

1. It's prepared instantly. Just add Minute Rice to boiling water!
2. It's trouble-free. No washing! No boiling! No draining! No sticky pans!
3. It's foolproof. White, fluffy delicious rice—perfect every time!
4. It's just plain good eating—the easiest way to round out a well-balanced meal!

Product of General Foods





READING THE BIBLE, COVER TO COVER

At 9 o'clock on a Wednesday night, the Reverend Wilbur Nuckolls (*above*) stood in the pulpit of the First Baptist Church of Garber, Okla. and read: "In the beginning. . . ." Thus he started his congregation's cover-to-cover Bible-reading marathon. Fifteen minutes later the Rev. Mr. Nuckolls stopped and yielded the pulpit to a housewife, who continued from where he left off. Almost every 15 minutes thereafter, for four nights and three days, someone else stepped up and continued the reading.

Altogether, 89 people—men in work clothes, women in house dresses, children in play clothes—took part, nearly half of them from outside the congregation. At 3:55 a.m. on Sunday, when a girl read the last words of Revelation, "The Grace of our Lord Jesus Christ be with you all. Amen," the marathon ended. The Rev. Mr. Nuckolls was satisfied that the 78-hour 55-minute reading had served to focus attention on the Bible.



Worlds of Room, Wear, Comfort,
for a man's "*Busy Leisure*..."

**Oshkosh
B'gosh**

**DO IT YOURSELF
MATCHED SUIT**



**MATCHED SHIRT AND PANTS
SANFORIZED ARMY TWILL**

Designed for action... extra breadth and strength across shoulders, extra bend-room at elbows. Full cut pants for freedom in action. Famous Oshkosh B'Gosh quality in workmanship and strong, long wearing Sanforized fabric. Color fast for safe laundering. Make your leisure pay big with clothes that assure working comfort on any job—anywhere.

Leading dealers feature Oshkosh B'Gosh, for over half a century famous as makers of "The World's Best Work Wear."

OSHKOSH B'GOSH, INC.
Oshkosh, Wisconsin

**Your Choice of
Three Shirt Styles**

- 1 Long sleeve shirt with buttons
- 2 Long sleeve shirt with snap fasteners
- 3 Short sleeve, convertible collar shirt with buttons



Stoop Room
when you garden

Safety
in your workshop



Leg Freedom
on ladders

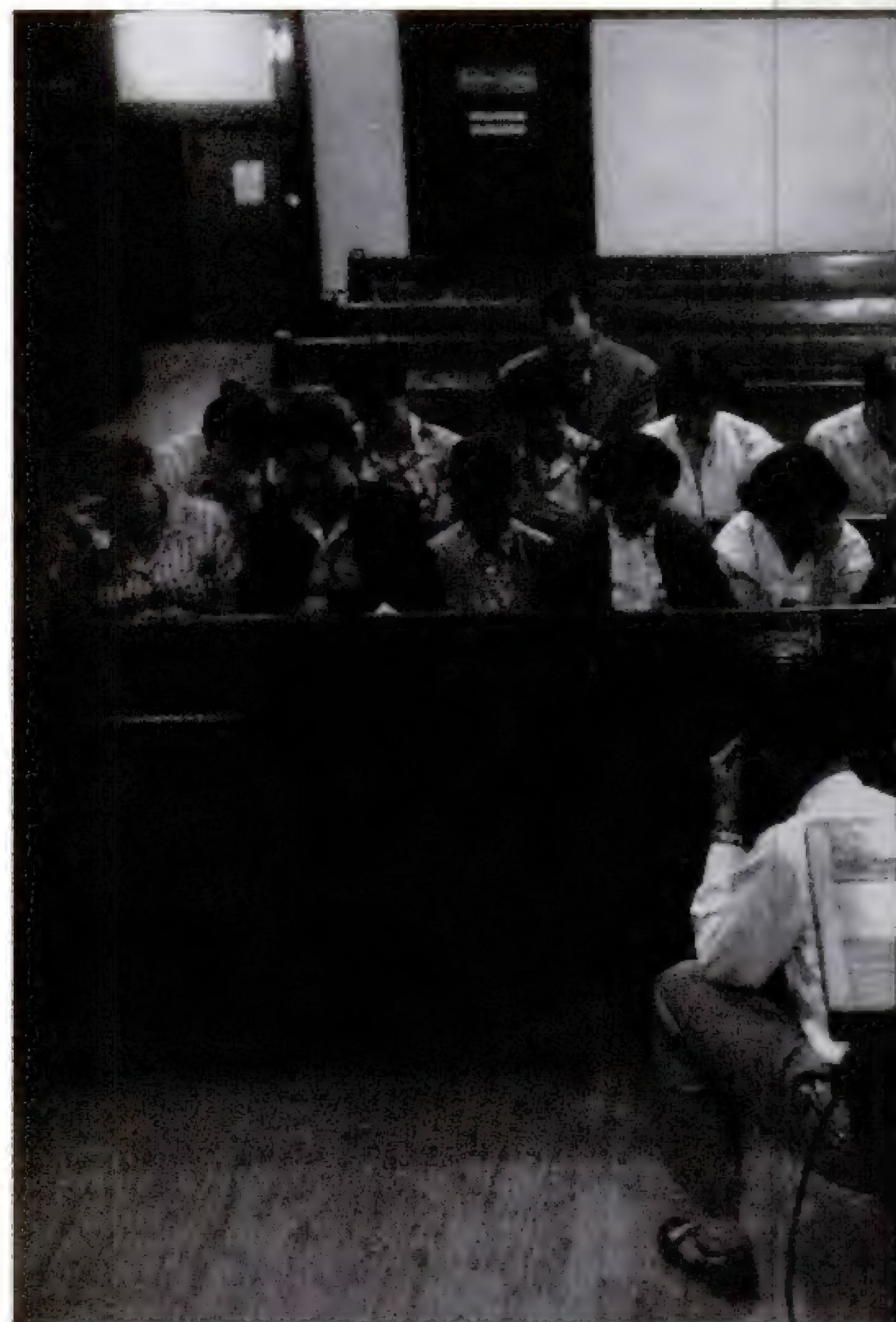
Pockets Galore
when you paint



Reading Bible CONTINUED



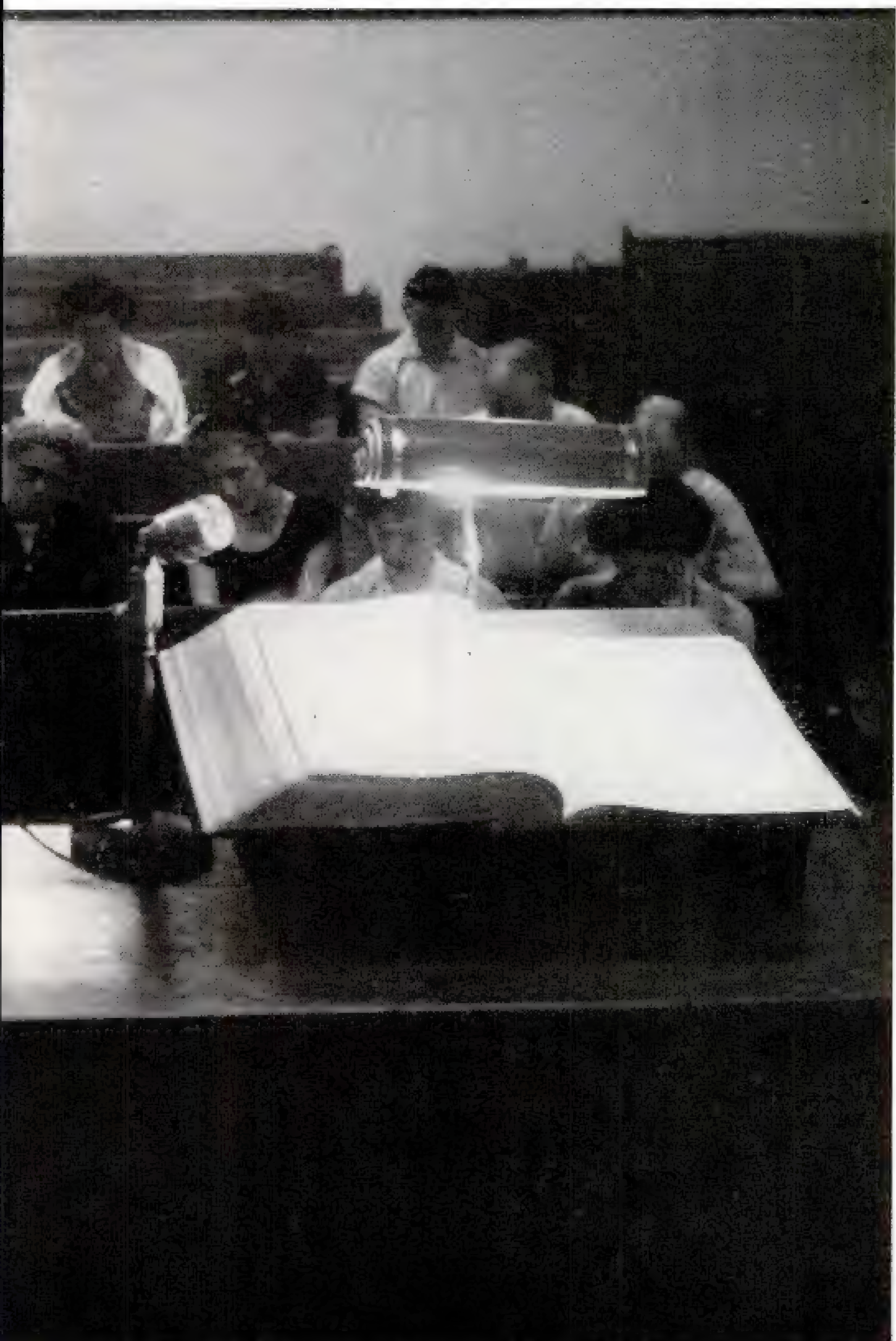
ON THE SIDELINES, tired volunteers rest from their readings. In the middle of night Melva Combrink dozes (*left*) and Connie Riggs listens to



THE READING COMPLETED, Rev. Mr. Nuckolls (*foreground*) offers a prayer before the small audience on hand for the windup. One volunteer



a reading of Jeremiah (center). At noontime Charles Lakey, 11, lies in a pew (right), having nearly fainted at the pulpit while reading from Mark.



commented, "We had so many begats and begots that we begat very tired of it, but it was a wonderful experience and I wouldn't take anything for it."

CONTINUED ON NEXT PAGE

this
man is
watering
his lawn...

with

NOMA *spray*

The Complete
Underground
Sprinkler
System!



- Designed to Last a Lifetime!
- Comes Completely Assembled!
- Nothing to Put Together!
- Rust Proof, Rot Proof, Freeze Proof (at 50° below)
- Made of Lifetime Flexible Vinyl with Bronze Fittings!
- Covers over 750 Square ft. (3 Heads)!
- Installs Underground Easily in Minutes!
- Add Units as Desired!

Also available in...
20-ft. Length, 2 Head unit \$10.95 (covers over 575 sq. ft.)
50-ft. Length, 5 Head unit \$24.95 (covers over 1200 sq. ft.)

HERE'S HOW
EASY IT IS
TO INSTALL
NOMA SPRAY...



Extend Noma Spray
over the area
to be covered,
attach to faucet
or garden hose,
turn on water.



Make incision in
ground with spade...
5 inches deep
insert Noma Spray,
adjust volume of spray
with key... That's all!

NOMA *spray*

DIVISION OF NOMA LITES, Inc.
World's Largest Manufacturer of
Christmas Lighting Decorations,

55 WEST 13th ST., NEW YORK 11, NEW YORK

MIAMI, FLORIDA
1109-1137 N. W. 22nd St.

TORONTO, CANADA, NOMA LITES
CANADA LTD 110 Wellington Street West

ST. JOSEPH, MO.
409 North Third Street

AT HARDWARE,
APPLIANCE,
GARDEN AND
DEPT. STORES

NOMA *spray*

DEPT. N-3

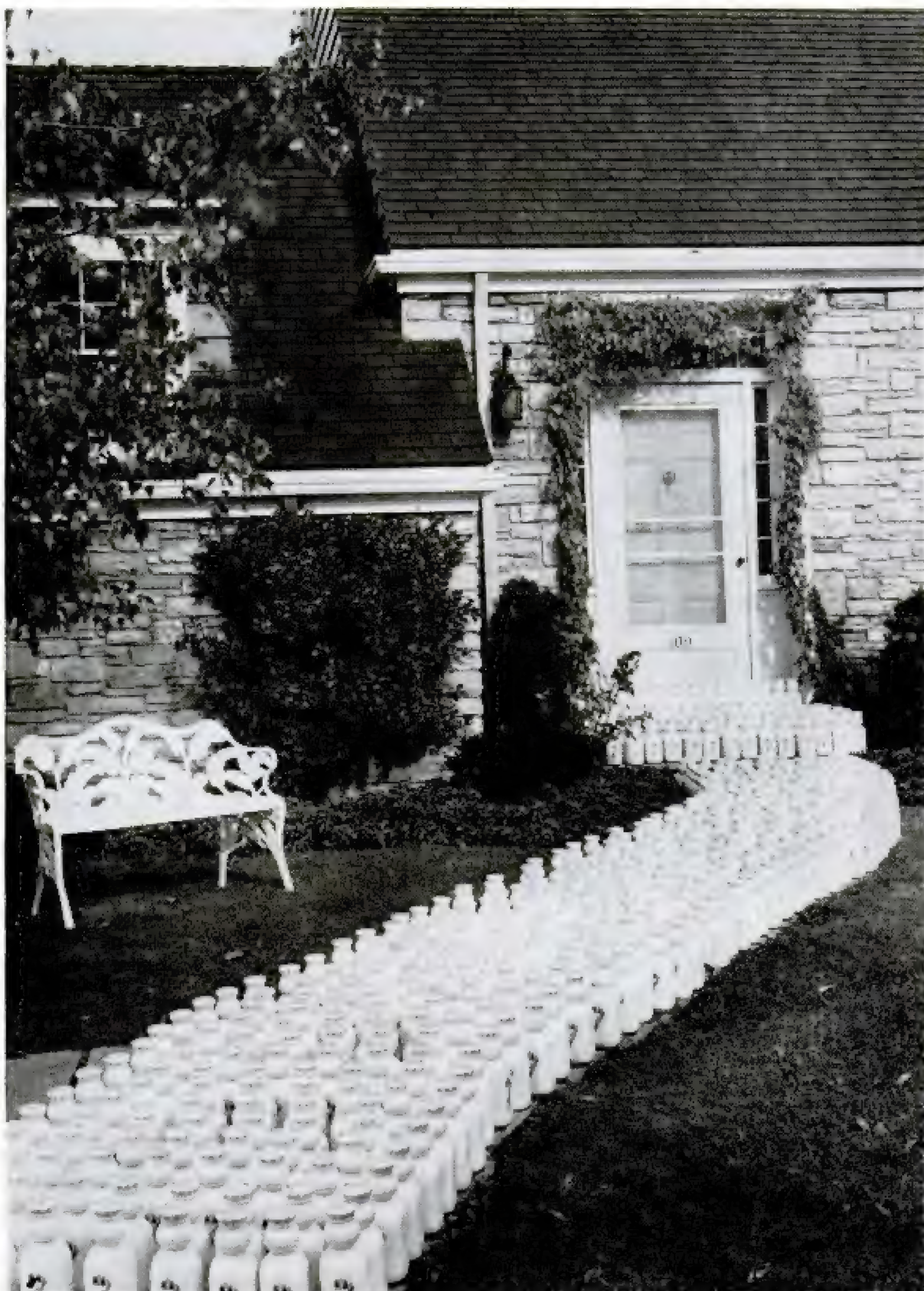
DIVISION OF NOMA LITES, INC., 55 West 13th St., New York 11, N. Y.
Please send folder on Noma Spray and name of nearest dealer.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Home owner ☐ Builder ☐ Maintenance ☐



Every morning a friendly man brings you 21,000,000 quarts of protected milk!

Milk needs the best protection in the world and that's why so many of your local dairies are so fussy about guarding the wholesome purity of your bottle of milk all the way to your doorstep.

Every morning 21,000,000 bottles of milk are delivered by friendly milkmen and every bottle gets complete Sealright Sanitary Service Closure control. It means your milk is protected right to the top of the bottle, first with a regular cap, then with the Sealon Closure that covers the pouring surface completely.

Ask your friendly milkman to tell you about the importance of protecting your milk with Sealright Sanitary Service Closure Control.



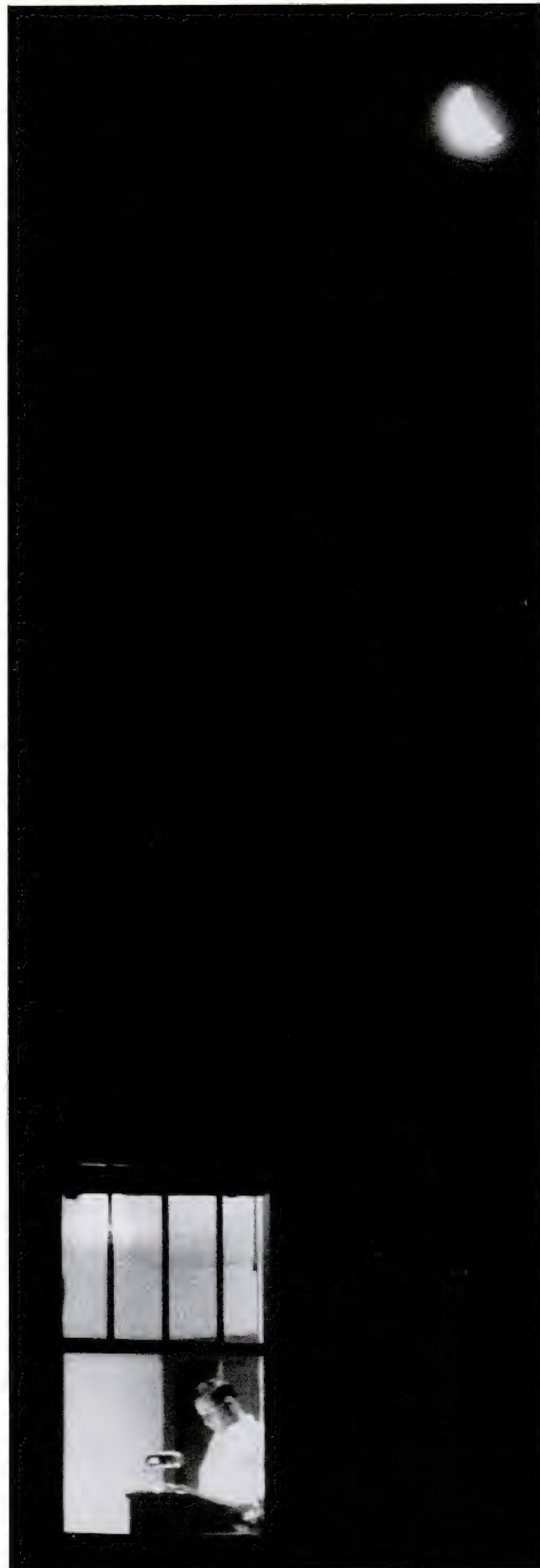
AND ASK HIM, TOO, ABOUT THE PREMIUM FILLED FAMILY MILK CLUB PLAN.



Sealright

SEALON BOTTLE CLOSURES

Oswego Falls Corp.—Sealright Co., Inc., Fulton, N. Y., Kansas City, Kansas—Sealright Pacific, Ltd., Los Angeles, California—Canadian Sealright Co., Ltd., Peterborough, Ontario, Canada.



IN THE QUIET OF NIGHT, as the moon moved behind the church, Freeman Combrink, a carpenter, read aloud from the 35th chapter of Ezekiel.



Only \$37.50

puts your family
"in the movies"

With a *Brownie Movie Camera*

As easy, as inexpensive to use,
as the box Brownie you grew up with!

Hard to believe that only \$37.50 will buy a *real* movie camera, with a truly fast lens that will make marvelous color movies outdoors or indoors, on sunny days or on dull? It's a happy fact, nevertheless! And that's only *one* reason there are so many Brownie Movie Cameras in use today.

The second reason for this unusual popularity is merely this: Users say the Brownie is the simplest, surest, most easy-to-use movie camera ever. Just *one* setting to make, then press the button and you're making movies . . . *wonderful*

movies right from the start . . . recording your family good times in all the *action* and all the *color* of life itself—as only movies can.

So don't let the price deceive you. The Brownie is *all* camera, brilliantly designed and ruggedly engineered for years of happy movie making. It's Kodak quality through and through.

Why not start putting your family into the movies this very weekend? See the Brownie soon at your Kodak dealer's. And ask him about convenient terms, too. Or send coupon for free booklet.



Low film cost

The Brownie uses standard amateur 8mm. color film. A single roll at \$3.75 gives you 30 to 40 scenes, each the length of the average newsreel shot—enough to capture the highlights of a whole weekend's fun in all its action and color.



Unusual low-price projector shows movies, "stills," reverse action

See the companion Brownie Movie Projector. Brilliant *f*/1.6 lens shows all 8mm. movies crisp and bright . . . "stills" . . . reverse action for comedy effects . . . all with a single control—features generally found only in projectors at twice the price. And it's lubricated for life! Only \$62.

Prices include Federal Tax and are subject to change without notice.

Eastman Kodak Company, Rochester 4, N. Y.

Department 6

Please send me your free illustrated booklet,
"How to Choose and Use your Movie Outfit."

Name _____

Street _____

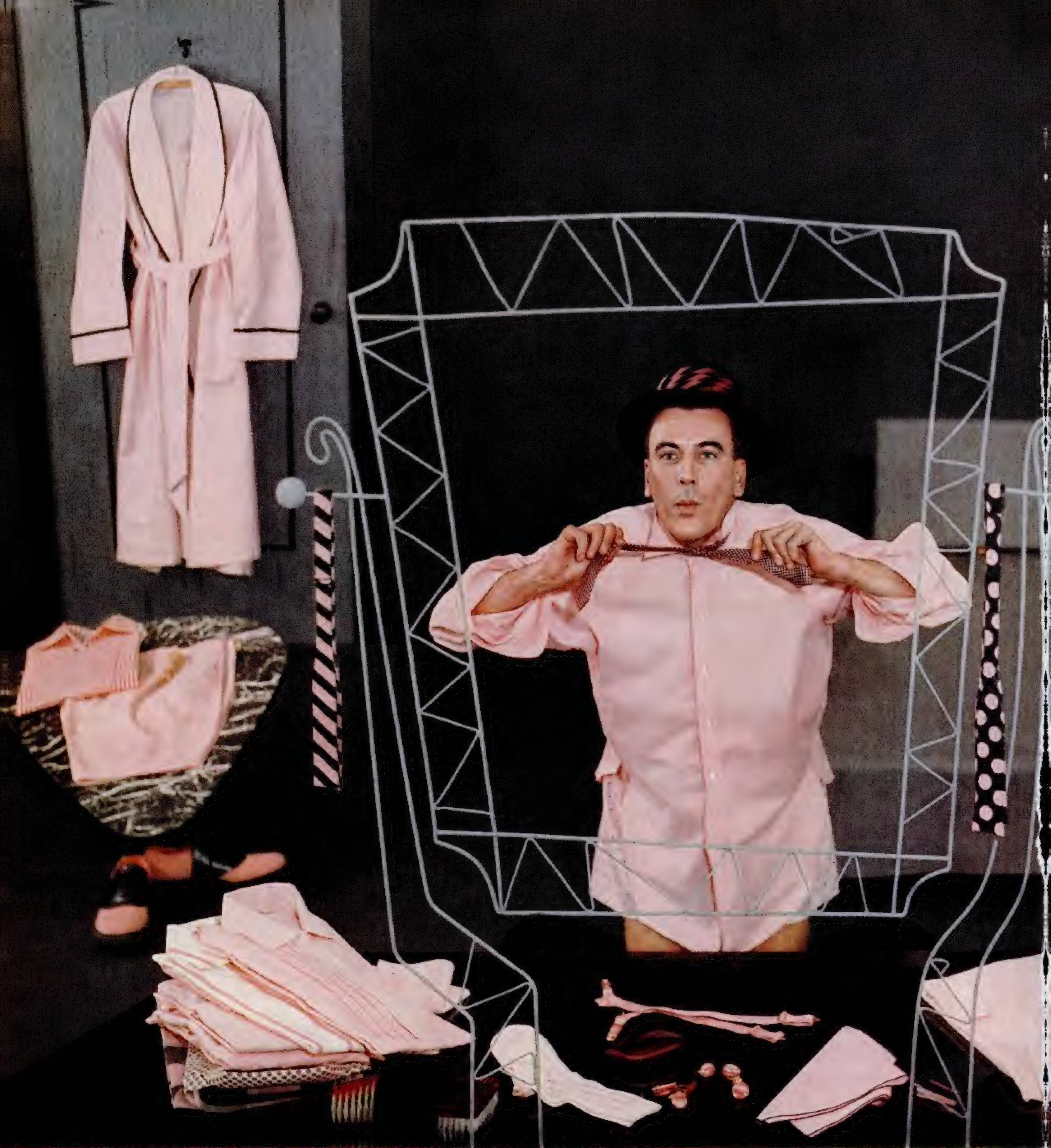
City _____ Zone _____

State _____

Kodak

— a trade-mark since 1888

SEE "KODAK REQUEST PERFORMANCE" . . . WEDNESDAY EVENINGS—NBC-TV



THE PEAK YEAR FOR

**Traditionally feminine color
becomes a staple for male**

The color that women have traditionally appropriated from babyhood has taken a turn in the other direction. Across the U.S. a pink peak in male clothing has been reached as manufacturers have saturated more and more of their output with the pretty pastel. Against the charcoal gray with which it is usually worn, pink

is shown here in almost everything short of a trench coat—even in a golf jacket and a dinner jacket. Now more of a staple than a luxury, the color is even acceptable to teen-age boys.

Like most male fashions, including the Ivy League look (LIFE, Nov. 22), this pink hue and cry has taken some time to develop. Sole



PINK

responsibility lies with New York's Brooks Brothers, whose pink shirt, introduced in 1900 but long unnoticed, was publicized for college girls in 1949 and caught on for men too. Already being copied in clothes by such rival bon-bon colors as light green and lavender, pink is heading into home furnishings (*next page*).

A PASTEL WARDROBE FOR AN ALL-OUT WEARER

Complete wardrobe in pink includes original Brooks Brothers shirt (\$8) on man who also wears dotted undershorts (Arrow, \$1.50) and hat with pink band (Disney, \$10). At left are a bathrobe (Rahhor, \$10), striped shirt (*on table*, \$6) and Jamaica shorts (\$7, both White Stag), saddle shoes (Jarman, \$13). On dresser in front are shirts, stretch socks (Holeproof, \$1.50), garters, cuff links (Jaguar, \$12.50), handkerchief, polo shirt (Munsingwear, \$8), V-neck

sweater (McGregor, \$10). On rug, pajamas (Jayson, \$6). Chair (*right*) holds suspenders, vest (Palm Beach, \$10). On bed are checked swim trunks (\$4) and matching shirt (\$4, both Manhattan), Argyle socks, dinner jacket with cummerbund and bow tie (Witty Brothers, \$75). At closet are ties, cap (Brooks Brothers, \$5), golf jacket (McGregor, \$11), golf shoes (Foot Joy, \$31) and sport jacket (Palm Beach, \$28) with other jackets and slacks.

Photographed for LIFE by GORDON PARKS

CONTINUED ON NEXT PAGE

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HOUSEHOLD IN THE PINK

Having run the gamut in clothes, pink has moved in on home furnishings and is seeping into every room in the house. Some of the uses seem harsh for such a delicate color but pink remains fresh looking in its new working guise and blends well with other colors, even red. In an attempt to make dishwashing seem as engagingly feminine as bubble

bathing, there is even a new Dreft which turns water pink though not the suds. The newly pink products above, almost all housewares available at Macy's, are from left: heart wallpaper, \$7.50 a roll; chandelier (top), \$380; Victorian clothes rack, \$185; pots and pans, \$1.15-\$3.60; clock, \$5.69; mop, \$3.95; blanket, \$16; lighting fixture, \$183; ottoman, \$264;



heating pad (*on ottoman*), \$5; rubber dish rack, \$2.58; dishes, \$13 for 16 pieces; rug, \$160; dish towel, 59¢; leather ash tray, \$8; percolator (being poured), \$3.65; towel rings, \$3.49-\$4.49; striped terry-cloth towels, \$1.20-\$2; face cloths, 50¢ each; dish cloth, 59¢; stepladder, \$7; toilet seat, \$25; small round table, \$26; leather wastebasket, \$15;

grill, \$20; coffee table, \$150; marble top \$79; towels, \$1.65-\$4; leather bookends, \$8; kitchen towel, 59¢; nail brush, 94¢; sponge, 39¢; soap powder (*in pile*), 32¢; tablecloth, \$13; napkins, 49¢ each; three-way metal paper dispenser (*under table, left*), \$3.28; coffee pot, creamer, sugar, \$55; sponge mop, \$5.50; bread box, \$2.79; electric blender, \$14.50; hamper,

\$15; rose-printed blanket, \$4.95; iron mirror, \$45; plaster cherub, \$8.25; diamond-patterned leather lamp, \$31; wrought iron headboard, \$45; kitchen utensils, \$9.94 set; Louis XVI chair, \$200; plastic floor tiles, \$1.04 sq. ft.; bowls, \$1 each; carafe, \$3.50; portable electric mixer, \$20; ironing board, \$7; broom, \$2.25; checked taffeta fabric, \$6 sq. yd.

Don't miss this boat!

It's now at your favorite store . . .
with wonderful White Sale bargains
in Stevens Utica-Mohawk Sheets

Spring's the time to put your bedroom in a bright, new mood with the flower-fresh colors of Stevens sheets . . . to treat yourself to wonderful, wrinkle-free fitted sheets, that save you so much bed-making time. And now is the time for low, low prices in Stevens flat sheets or fitted sheets, white or colored, in thrifty muslin or exquisite percale!




Colored sheets make your bedroom lovelier. Whether your bedroom is period, modern or traditional, colored sheets make it lovelier . . . especially when you make your own draperies, bedspreads or dust ruffles with Stevens colored sheets. Choose Misty Blue, Meadow Green, Twilight Pink, Velvet Rose, Sunny Yellow or Dainty Lilac.



Fitted sheets make bed-making easier! All Stevens fitted sheets have an exclusive tailored construction that makes them slip on quickly . . . easily and hug the mattress in a smooth, wrinkle-free fit. For fitted sheets that are really new try Stevens Nylon Tricot fitted sheets—the new long-wear, no-iron marvels! All now at bargain prices.



Stevens makes a sheet for every need . . . every taste. From thrifty muslin to precious snowy-white Beauticale, there's a Stevens sheet for every need . . . a style for every taste! As well as colored sheets, there are hem-stitched, scallop-trimmed and color-bordered styles in muslin and percale in regular packages and gift sets.

For outstanding sheet values in your town
look for this boat  on every package of
Stevens Famous Brand Sheets

Stevens UTICA-MOHAWK Sheets
BEAUTICAILE • UTICA • MOHAWK • HOPE • STEVENS NYLON TRICOT



J. P. STEVENS & CO., INC.
NEW YORK, N. Y.
FINE FABRICS SINCE 1813





IN THE CITY GREENHOUSE, FILLED WITH THE POTTED SEEDLINGS THEY STARTED LAST FALL, CAMP FIRE GIRLS TAKE A PLANT A PIECE TO PLACE AROUND TOWN

PRECOCIOUS PLANTERS

Camp Fire Girls replace Wichita's dying trees

In Wichita, Kan., where drought and disease have killed thousands of elm trees in recent years, an out-sized problem was getting lively attention from some pint-sized citizens. Last fall the Camp Fire Girls of Wichita collected thousands of seeds from the city's few golden-rain trees, a particularly hardy species, and planted them in a municipal greenhouse. This spring on Arbor Day, the seeds having sprouted into seedlings, the girls were back in the greenhouse, ready to renew their ambitious program to replace Wichita's dying trees.

Taking the 600 seedlings which had flourished and another 300 year-old saplings they had bought from a nursery, more than 1,500 girls marched out of the greenhouse and dispersed about the city to plant the trees in hundreds of backyards. In the months ahead they will watch the tiny trees and nurse them along. Meanwhile, bombarding the city with posters and pamphlets, they are urging the grownups to plant trees too. And for the next 10 years they intend to get equally hardy species started every spring, so that in 1965, when today's Camp Fire Girls will have sprouted into young ladies, Wichita will have sprouted some 50,000 new trees.

GETTING HER SEEDLING, with instructions attached, Donna Eubanks files through greenhouse, headed homeward to plant the tree in her backyard (p. 82).



Now you can get more
"look-alive" snapshots...



...because

New **ANSCO** **All-Weather Film** **"SEES RED"**

Ordinary "chrome-type" films are color-blind to red. That's why you get results like this—with lips, hair and cheeks having a dark and "muddy" look, and with the bright red checks in the girl's jacket showing up as gloomy black.



New Anso All-Weather Pan Film "sees red" to give you clearer, brighter black-and-white pictures like this. See how the lips, cheeks and hair now look their natural best—and how the red checks in the jacket now show up in lively tones of gray.

Get this new red box!

Single rolls priced the same as ordinary film. You save 15¢ with the Anso 3-Roll Economy Pak.

ANSCO, Binghamton, N. Y. A Div. of General Aniline & Film Corp.
"From Research to Reality."



NEW Anso **ALL-WEATHER PAN**

The premium-type panchromatic film at the regular price!

Precocious Planters CONTINUED



DISPLAYING BARK SCROLL listing Camp Fire groups which have passed tree-identification test, leader gives girls a pep talk outside the greenhouse.



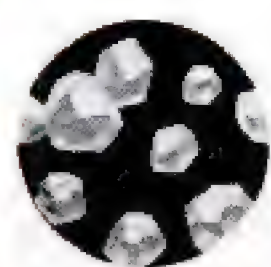
TACKLING BIG JOB, Sue McCorkle and Marilyn Pendergraft participate in ceremony of planting larger trees in park before girls dispersed about city.

CONTINUED ON PAGE 82

This is the one that's delicious for drinking!

Carnation Instant

Not like any other!
Not a powder, not a flake
—only Carnation has



Magic Crystals

that burst into delicious
nonfat milk!

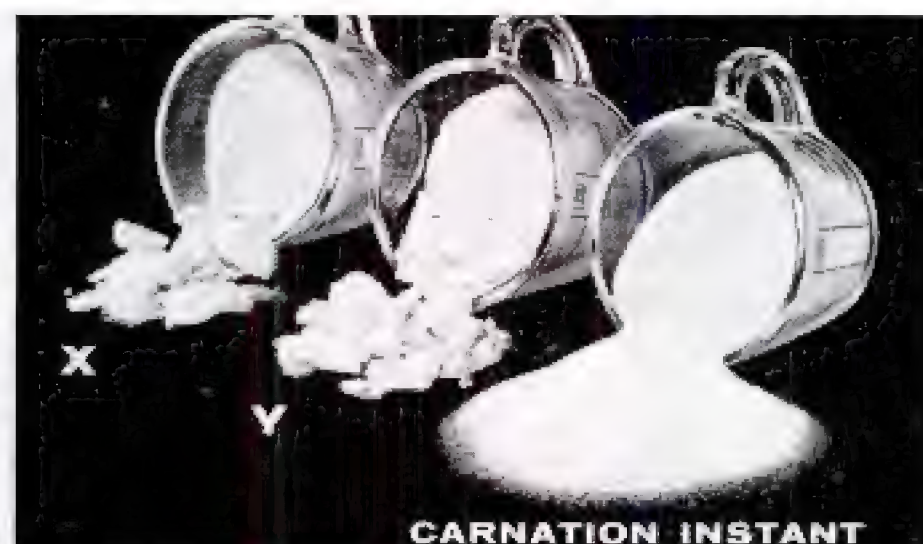


Only Magic Crystals can do all this...prove it yourself:



MIXES INSTANTLY!

Photographs show powdery "Instant" Brand X, flaky "Instant" Brand Y and Carnation Instant Magic Crystals poured into glasses of ice-cold water. Brand X floats on top of water, Brand Y only partly mixes. Only new Carnation Magic Crystals mix instantly.



CAN'T CAKE OR HARDEN!

Exposed to air, powdery Brand X and flaky Brand Y caked and hardened. Only Carnation Magic Crystals do not cake or harden—stay fresh and free-flowing from first to last! Moisture cannot steal that fresh flavor. Always pours freely from the convenient easy-pour spout.



FRESH MILK FLAVOR!

Only Carnation brings you the true, full flavor of freshest pasteurized nonfat milk concentrated in Magic Crystals. Unlike powders or flakes, Carnation Instant bursts into fresh flavor, ready to drink immediately—or enjoy over cereals.

All the Protein, Calcium and B-Vitamins of Fresh Whole Milk!

...and you can make it richer—a single extra tablespoon of Magic Crystals per glass gives your family 15% more of these important values for strong growth, sound teeth and good digestion. And a richer flavor children love.

Use Carnation Instant for drinking, over cereals, in cooking and baking. No special recipes needed—no need to learn new cooking ways—just use liquid Carnation Instant in any recipe. Discover wonderful Magic Crystals—new Carnation Instant—today!



New—from Carnation...World Leader in Evaporated Milk
"from Contented Cows"

Look
for the
easy-pour
spout



**Save
1/2 on
Milk
Bills!**

Enjoy BURNS & ALLEN, Carnation's
"Contented Couple," every Monday, CBS-TV



with this new **Permaglas®**...

**all other water heaters
are old fashioned**

One glance tells you. Here at last is the water heater that perfectly matches today's—and tomorrow's—designs for living. Put this exciting new Permaglas wherever it's most convenient, and be proud to have it showing! You'll love using the exclusive new "Eye-Hi" temperature control... it's as easy to adjust as your oven. And of course this brilliant new Permaglas has the famous glass-lined tank proved rust-proof by over 2,500,000 families. Patented, high-efficiency HEETWALL, too! It's the *only* new water heater!

Permaglas®

Through research ... a better way

A.O. Smith
CORPORATION

Permaglas Division, Kankakee, Ill. • Licensee in Canada: John Inglis Co., Ltd.

Precocious Planters CONTINUED

A TREE FOR DONNA'S BACKYARD



PLANTING in her yard, Donna Eubanks starts her task by lowering seedling with ladylike dignity. She belongs to Blue Birds, junior Camp Fire group.

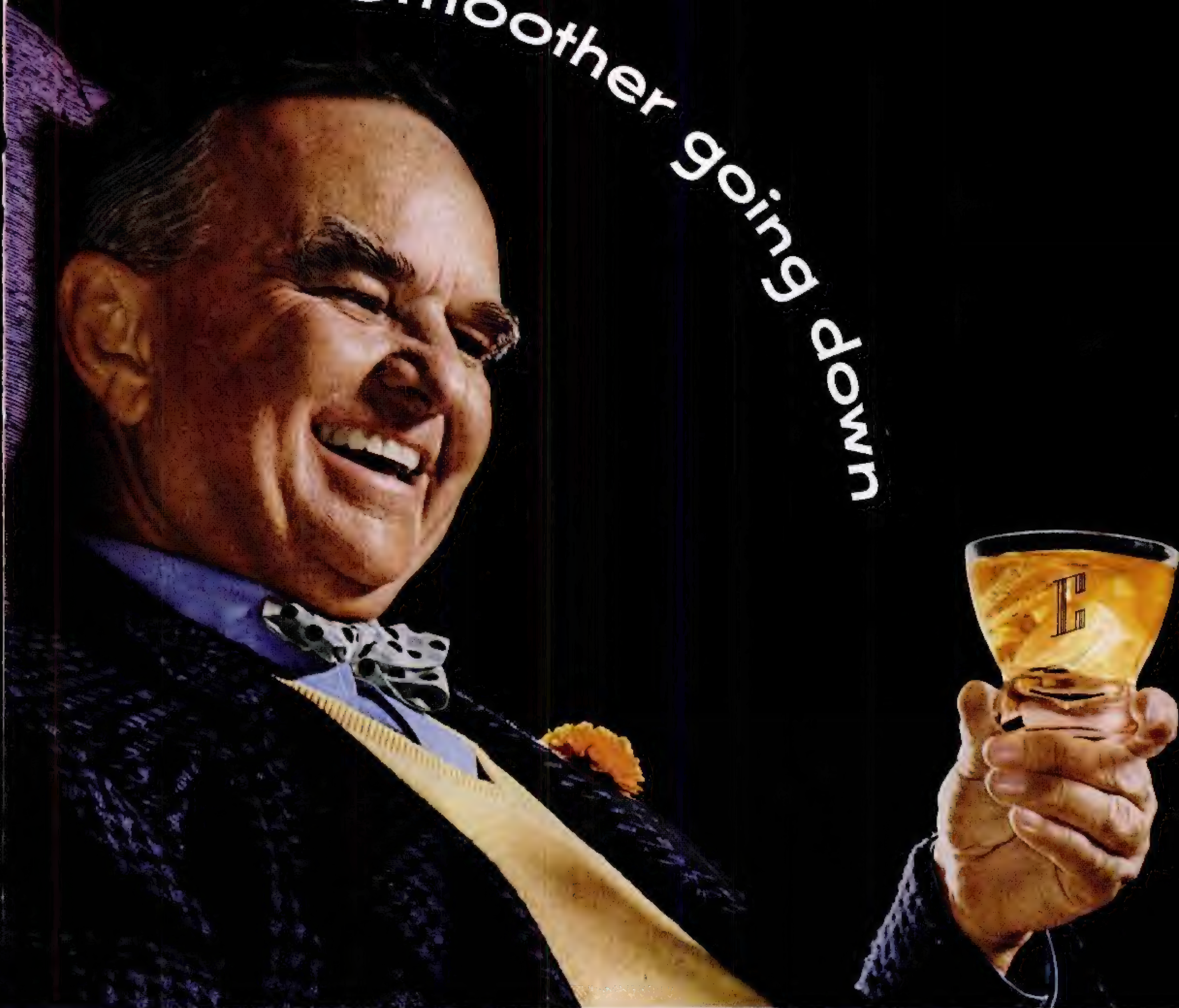


WATERING, Donna gets her seedling off to a good start. Her yard has seven large trees but three appear to be dying and may have to be cut down soon.

PLAYING with the mud she made, Donna acts like the 7-year-old that she is. When full-grown in 1975, golden-rain tree she planted may be 30 feet high.



Smoother going down



Enjoy a tasty Calvert "Lo-Ball" — a generous jigger of Calvert over ice cubes with just a splash of mixer.

Calvert Satisfies like no other whiskey!

For a really satisfying whiskey that's rich in flavor . . . yet soft to your taste and smoother all the way down . . . drink Calvert. Your

first swallow will tell you why Calvert Reserve is now one of the two largest-selling whiskeys in the world. Try Calvert today!

Compare... and
you'll switch to

Calvert



Every night is "Friendship Night" at your favorite tavern.

CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS—CALVERT DISTILLERS COMPANY, NEW YORK CITY

HIGH LEAP by Dancer Gene Nelson paces *Ev'rythin's Up to Date in Kansas City* number. Though the big scenes are almost overpowering when seen on huge new curved Todd-AO screen, spectator nevertheless has feeling he is in middle of all the bustle.

HIGH CORN makes lush backdrop for Curly (Gordon MacRae) to sing the film's opening *Oh, What a Beautiful Morning*. Film's location shots were made in Arizona where the farm vistas were unencumbered enough for extreme wide-angle lens of new process.





EV'RYTHIN'S UP TO DATE...

'Oklahoma' is finally filmed—in Todd-AO

The biggest news in show business is still *Oklahoma!* The world's most successful musical comedy, which 10 million people have paid \$30 million to see and which has exerted a historic influence on the American theater, has finally been made into a movie by its creators, Rodgers and Hammerstein. What is more, it will be the first movie to be shown in the new Todd-AO process (*LIFE*, March 7), involving specially-engineered wide-angle lenses and film nearly double the regular movie size.

This expensive process, plus the fact that *Oklahoma!* was also shot simultaneously in CinemaScope (for areas not covered by Todd-AO-equipped theaters), helped raise its cost to well over \$6 million. But insiders are already predicting for it an astronomical gross of \$75

million in the next few years when it will be road-shown in 50 U.S. cities at the same time.

Like the Broadway original, which was first put on in 1943, the movie *Oklahoma!* stars no top box-office names. It has not altered the plot. It has kept virtually the complete score and dances. The music, from the tender *People Will Say We're in Love* to the raucous *Ev'rythin's Up to Date in Kansas City*, is magnificently done. The characters—sweet Laurey, brave Curly, bad Jud, naughty Ado Annie—are real flesh and blood and not musicomedy pasteboards. The only change is in size—and here Director Fred Zinnemann has used the new process and its huge screen, its dimensions roughly like the picture above, to create panoramas of unprecedented breadth and beauty.



HAPPY LAUREY (Shirley Jones) comes to greet Curly when he calls to invite her to a box supper.

CONTINUED ON NEXT PAGE

'OKLAHOMA!' CONTINUED

Familiar Scenes Have a Fresh Sweep



IN SURREY with fringe on top Curly and Laurey ride off as Aunt Eller (Charlotte Greenwood) waves.

BUCOLIC SCENES, like this one of reflected beauty, accompany Curly's rendition of the surrey song.





PRAIRIE VISTA imparts sensation to viewer that he is being chased by Curly and Laurey's friends.

FARM VISTA gives audience the feeling that they, as well as *Oklahoma!* cast, are on way to local party.

CONTINUED ON NEXT PAGE

Copyright © 1955

Movie Brings A New Dimension to Dances

The story-telling dances in *Oklahoma!*, which set a style for almost every musical comedy since, were redone by the original choreographer, Agnes de Mille. On the screen as on the stage, they help explain the characters and advance the plot. But they take advantage of the screen's greater scope and fluidity to add spectacle and a swirling excitement.

The memorable dream ballet expressing Laurey's fears and hopes (*left and below*) is expertly danced by Bambi Lynn, who played a child role in the original. It took 10 weeks to rehearse and shoot the 15-minute sequence at a cost of half a million dollars—about what it would take to produce an average "B" movie.



DREAM LAUREY (Bambi Lynn) dances in bewilderment through her nightmare sequence among

gay ladies in a brothel to which villainous and revengeful Jud, in a fantasy abduction, has taken her.



DANCE OF JOY, contrasting with the gloom of the nightmare in top picture, is performed by a corps

of ginghamed girl friends as Laurey dreams that her engagement to Curly has just been announced.





A FINE FIGHT starts when things get out of hand at neighborhood box supper in the elaborately staged *The Farmer and the Cowman Must Be Friends* number.

A WEIRD BRAWL against a tornado sky ends Laurey's dream sequence as she imagines Curly (left), who has come to save her from brothel, is killed by Jud.

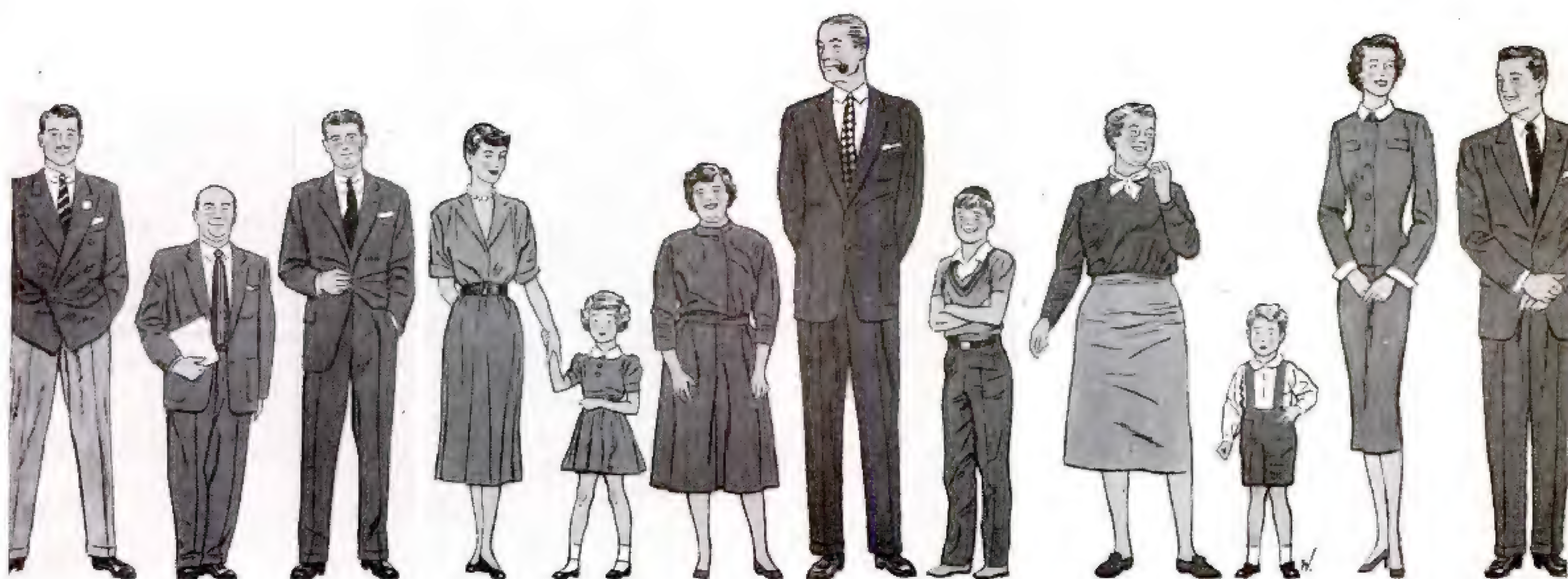




IN A FIERY WINDUP to the film, Laurey and Curly, newly married and trying to escape the wedding-night pranks of their mischievous friends, are caught

on top of a haystack which has been set afire by jealous Jud (Rod Steiger, *left*). Laurey jumps and in a tussle with Curly, Jud falls on his own knife and dies.

Which type are you?



Whatever type you are...heavyweight, lightweight or medium weight...
Simmons has news for you about a new invention (F.A.C.) which
can bring you healthier, more beneficial rest each night.

Please turn the page

Now, Simmons makes the

BRAND-NEW BEAUTY



In "ordinary" mattress, springs are *tied together* top and bottom. Press any spring and other springs go down with it. (See how glasses topple.) This mattress can sag under your hips.



In Beautyrest, springs are *independent*. *Not tied together*, either at top or bottom. Even if you stand on part of Beautyrest construction, glasses won't tip. Proof that Beautyrest will never, never sag.



Beautyrest most durable. Two proofs—(1) coils won't break, even under a bulldozer, shown above; (2) under a 270-pound roller at United States Testing Co., Beautyrest outlasts the best of other mattresses 3 to 1.

best mattress even better

REST WITH F.A.C.

F.A.C. means Floating Action Coils

Now, more than ever, Beautyrest is firm enough to support the heaviest person and comfortable enough for the lightest child. Why settle for half? Get Firmness And Comfort on Beautyrest!

New Simmons invention offers you healthier rest than ever.

If you try hard enough, you'll find that you can improve anything.

For instance, Beautyrest* has always been considered the tops in mattresses. But, believe it or not, this famous mattress has been improved. It gives you healthier rest than ever.

New discovery

The secret of Beautyrest has always been the independent action of its coils. No one spring touches the next.

Now, a new way of assembling these coils has been invented and perfected in Simmons' Engineering Laboratories.

Result: the independent-spring action of Beautyrest is improved 19% as proven by the United States Testing Co.!

We call this achievement F.A.C.—Floating Action Coils.

What F.A.C. means to you

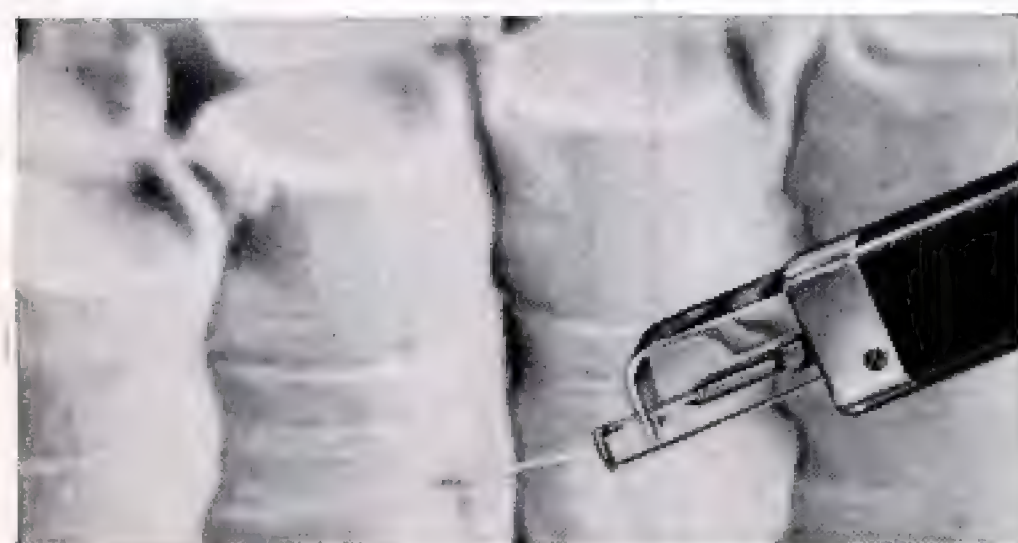
Now, more than ever, each Beautyrest spring is *free*. So, each part of you gets its own support . . . not too hard, not too soft . . . just right. Firm support for the heavy parts. Gentle support for the light parts. Firmness enough for the heaviest person and comfort enough for the lightest person . . . all in the same Beautyrest!

Once you lie down on new Beautyrest, we promise you—no other mattress will seem good enough. We know, because we make and test *all* kinds.

Try the new Beautyrest with F.A.C.

F.A.C. means Floating Action Coils.

And, F.A.C. *also* means Firmness And Comfort. Why settle for half, when you can have *both* on Beautyrest!



New, ingenious method of assembly, developed by Simmons' Engineering Laboratories, adds a 19% improvement . . . makes coils completely free both top and bottom. This is F.A.C.—Floating Action Coils.

Can an overage mattress give you the rest you need? Just a few minutes at your Simmons dealer's—on the new Beautyrest—will show you how much rest you may be missing now and how much better Beautyrest really is.

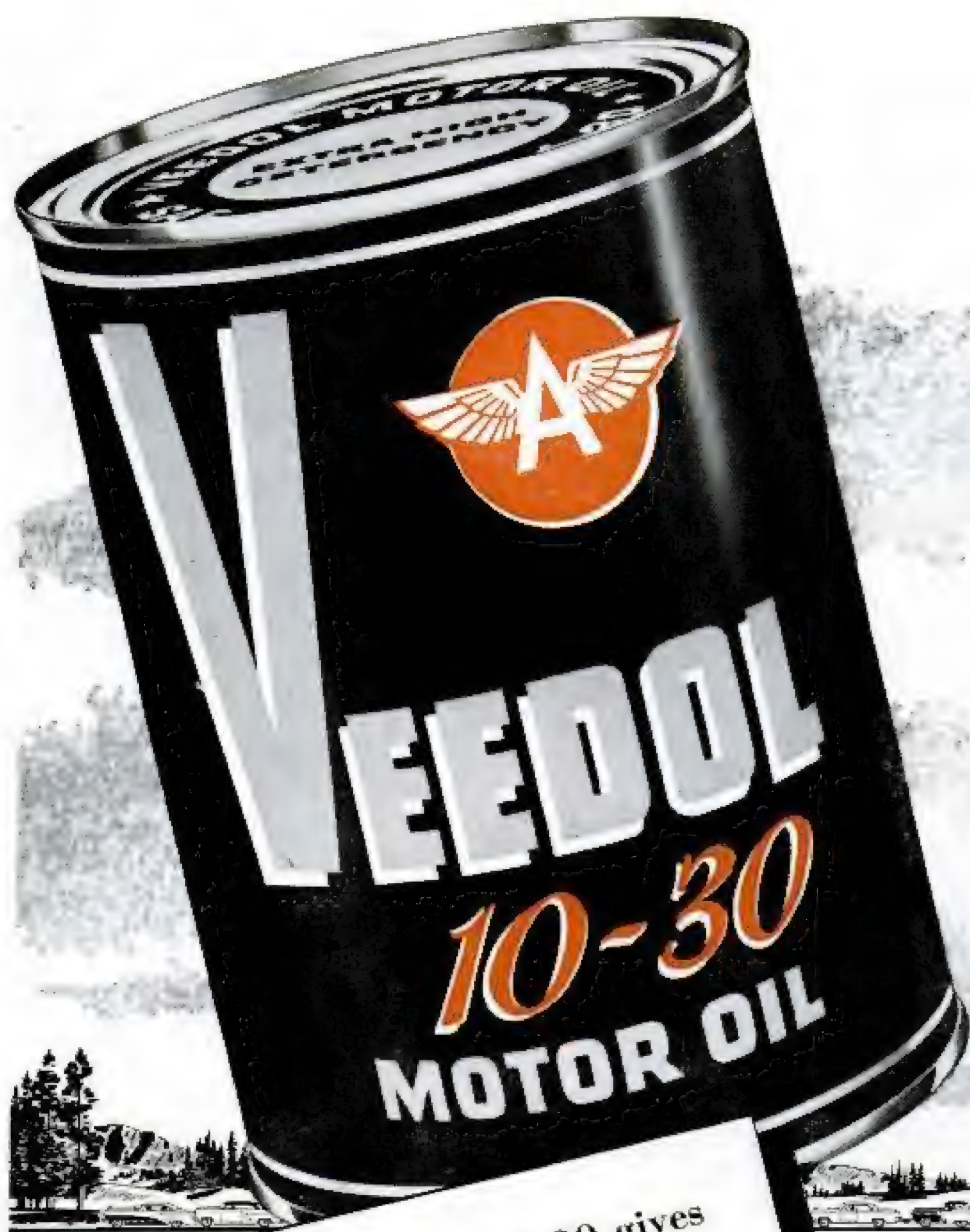
Choice of firmness: Standard model \$69.50; Extra-Firm model \$69.50; King-size, 80" long, \$79.50; Super-size models (longer and wider) also available; Dual-Comfort (standard on one side and extra-firm on the other) \$79.50. Beautyrest usually far outlives 10-year guarantee that brings price to about 2¢ a night.

Prices slightly higher in Canada.

Only SIMMONS makes
BEAUTYREST

Better Beautyrest Month starts May 1. Time to retire your old mattress with 1955's newest and best, new Beautyrest.

*Trade-mark Reg. U. S. Patent Office. Copr. 1955 by Simmons Co., Mfrs. Matls. Chicago, Ill.



VEEDOL 10-30 gives
easier, faster, all-
weather starting...
saves your battery too!



and you get...

HIGHEST OCTANE PERFORMANCE

Count on this *one* motor oil for the faster starts of a winter-grade 10w with the economy of a 30 grade oil. Count on *extra* power—it cuts down octane-robbing carbon deposits for highest octane performance. Count on gasoline *savings*—up to 40 extra miles per tankful. You can count on Veedol 10-30—the world's most famous motor oil.



TIDE WATER ASSOCIATED OIL COMPANY
SAN FRANCISCO • TULSA • HOUSTON • NEW YORK



BEFORE CLEANING, MADONNA WORE TIARA AND JEWELLED NECKLACES

OLD MADONNA GROWS OLDER

Until a few years ago, the centuries-old painting of the Madonna and Child above hung unobtrusively in the church of Santa Maria Nuova in Rome. Then the church monks decided to freshen it up a bit and called in Restorer Pico Cellini. In no time his simple task of cleaning became a complicated job of face lifting. Finding that an earlier restorer had repainted the picture, he removed the top paint to reveal a 13th Century Madonna. Then, Cellini looked closer, found that the 13th Century canvas covered a still older painting. To get to the original (p. 97), he had to do another face lifting (below).



FIRST DISCOVERY was medieval Madonna done in tempera. Before separating it from older work, Cellini glued tissue on surface to hold paint together.

CONTINUED ON PAGE 97



Something new in luxurious sculptured carpeting!

Bigelow SIBONEY ROYALE Broadloom



Designed for family living! Here is a truly magnificent new Bigelow Wilton with lovely, 3-level sculpturing. It has 3-dimensional beauty! Walk on it. You'll find Siboney Royale soft and deep as moss. Yet its thick,

100% virgin wool pile "takes" everyday wear and tear beautifully. Another plus—Siboney Royale is a Bigelow Lokweave.[®] And that means it can be cut and pieced without sewn seams. In six decorator colors.



Designed to cut housework! It's a breeze—keeping Siboney Royale at its loveliest. And it's so easy to own. Many Bigelow retailers feature Siboney Royale for as little as \$15 a month (for the 12' x 15' size) after small down payment.



Look for Siboney Royale with the new distinctive white back.

Why it pays to buy your carpet from a Bigelow retailer



Expert advice. Your Bigelow retailer will help you select the "just right" color, texture and weave for every room in your modern or traditional home.



Top-notch service. Whether you buy a Room-Size rug or have wall-to-wall installation, your Bigelow retailer's skilled staff guarantees your satisfaction.



Easy budget terms. Enjoy your carpet as you pay for it on your Bigelow retailer's easy budget terms. A small down payment makes the carpet yours.



NEW TREAT!

*Chocolate ice cream with a
bright surprise in every bite!*



Meadow Gold Marshmallow Mint

For our special flavor this month, we've taken creamy, colorful, mint-flavored marshmallow sauce and marbled it all through chocolate ice cream. And we think this new combination of favorite flavors makes one of the grandest treats we've ever put in a Meadow Gold package. Like all Meadow Gold Ice Cream, Marshmallow Mint is made from fresh, sweet cream and smooth-frozen our own special way. Get some for your family to try today! Buy Meadow Gold Marshmallow Mint in the half-gallon package or our new, re-usable plastic pint container.

Meadow Gold is mighty good!



© 1988, BEATRICE FOODS CO.



FIFTH CENTURY MADONNA, REPRODUCED IN DETAIL, HAS HALO BUT RESEMBLES MATRONS OF ROMAN PAINTING

A 1,500-YEAR-OLD PAINTING APPEARS

The first hint that something ancient lay beneath the 13th Century Madonna came when Cellini noticed spots of encaustic, a wax medium commonly used by classical Roman artists, showing up wherever the 13th Century canvas had deteriorated. He suspected, and soon discovered, that the medieval canvas had been glued to an older painting. By dissolving the

glue, he lifted the top canvas away and unveiled an almond-eyed Madonna holding a child. Because of its similarities to Roman art, experts dated it late Fourth or Fifth Century, possibly the oldest painted Madonna in the West. It has now been put on display in the church, where the monks are enjoying the satisfaction of having two treasures for the price of one.



But

**when was the last
time you bathed
your tired eyes?**

Time to "hit the hay" can be a welcome time indeed—but not when your eyes feel so tired you feel restless. Then—just a 2-drop bath of Murine for each eye can ease their discomfort in seconds. Murine is as gentle as a tear, because its seven tested ingredients blend perfectly with the natural fluids of the eye. So you can use it as often as your eyes would like. As a bedtime attention, to comfort tired eyes—to refresh sleepy morning eyes, and weary eyes later on, Murine can be such a help. Used daily and regularly this way, Murine helps promote a clean, healthful condition. Such a pleasant custom! Try it soon. And remember, Murine makes your eyes feel good.

MURINE*
for your eyes



*TRADEMARKS REG. U. S. PAT. OFF.



BREAKFAST FOR BILLY. Raising children takes patience, understanding and money — for today *and for the future*. Betsy's husband has set up protection for the future with Equitable's new Adjustable Policy — an "economy-size" package of *Living Insurance* providing \$10,000 or more of protection. With this policy he can afford more *Living Insurance* than he ever dreamed possible.



SHOPPING ON A BUDGET. Betsy likes to feed her family well — and she always will. Even if her husband dies, his "economy-size" package of Equitable *Living Insurance* will provide funds for the family's living needs.

FLOWERS ARE BETSY'S HOBBY. She wants to raise them to her heart's content when the kids grow up and her husband retires on the income from his employer's group annuity with Equitable.



Equitable's Living Insurance

Look how Equitable Policies protect this young mother's home, her children's education and her own future through *Living Insurance*!

Up early! To bed late! In between — cook, wash, shop, clean, a hundred endless jobs. This young mother of two lively boys doesn't have much time to think of security. But it's there just the same — every minute of her busy day — with Equitable's *Living Insurance*.

Living Insurance means benefits for the living — for the breadwinner himself while he lives and, if he dies, for the loved ones who live after him.

Look what *Living Insurance* does! It gives you and your family more than just basic protection at all times. It can pay off the mortgage on your home. It can assure funds for the education of your children.

It can provide retirement income. And it can serve as a financial backstop in time of sickness or other trouble. These are all big pluses for *any* family.

One outstanding example of Equitable's *Living Insurance* is the recently announced Adjustable Whole Life Policy—an "economy-size" package offering \$10,000 or more protection. This is a wonderful new addition to Equitable's *Living Insurance*. It's more flexible! It has excellent cash values! It gives you a broader choice of ways you can benefit. And it is now available to you at a new low premium rate. Today and tomorrow, it can be a pillar of strength for your family.

See the Man from Equitable — TODAY!

The Equitable Life Assurance Society of the U. S. Home Office: 393 Seventh Avenue, New York 1, N. Y.



CLEVER GIRL. Betsy papers the living room herself. She's proud of her home, and her husband has seen to it that it will someday be mortgage-free. Their Equitable Assured Home Ownership Plan provides a convenient way to pay off the mortgage whether or not Daddy lives to see it.



BEDTIME STORY. Reading is the first step in a child's education. College will come years later. Betsy and her husband make sure they can afford it for

both their boys. Their regular payments on an Equitable 15-year Endowment will be sure to provide funds toward college days, even if Daddy isn't there.



*So eye-appealing...
your seams are always straight*



*So beautiful...
no sagging when your legs twist*



*So satisfying...
no wrinkles though your ankles bend*



*So smooth...
self-conforming heels hug yours*



*So comfortable...
there is no garter strain ever*



*So glamorous...
never lose their shape as you move*

No matter how you sit or move

ADD GLAMOUR TO YOUR LEGS

New Bur-Mil Cameo SHAPE-2-U—the stockings that stretch to fit you perfectly from toe to garter! They look better and feel more comfortable than any stockings you've ever worn.

3 sizes, one perfect for you. 2 styles: Dress and Dutyfull sheers. Only \$1.95 a pair.

BUR-MIL Cameo

SHAPE-2-U

sheer nylon stretch stockings...



they fit you better than your own skin

AVAILABLE IN CANADA THROUGH BURLINGTON MILLS CORP. OF CANADA, LTD. * PATENT APPLICATIONS FOR THIS PRODUCT AND ITS METHOD OF MANUFACTURE HAVE BEEN MADE IN THE U. S. PATENT OFFICE AND THE PATENT OFFICES OF PRINCIPAL FOREIGN COUNTRIES.

SEQUEL

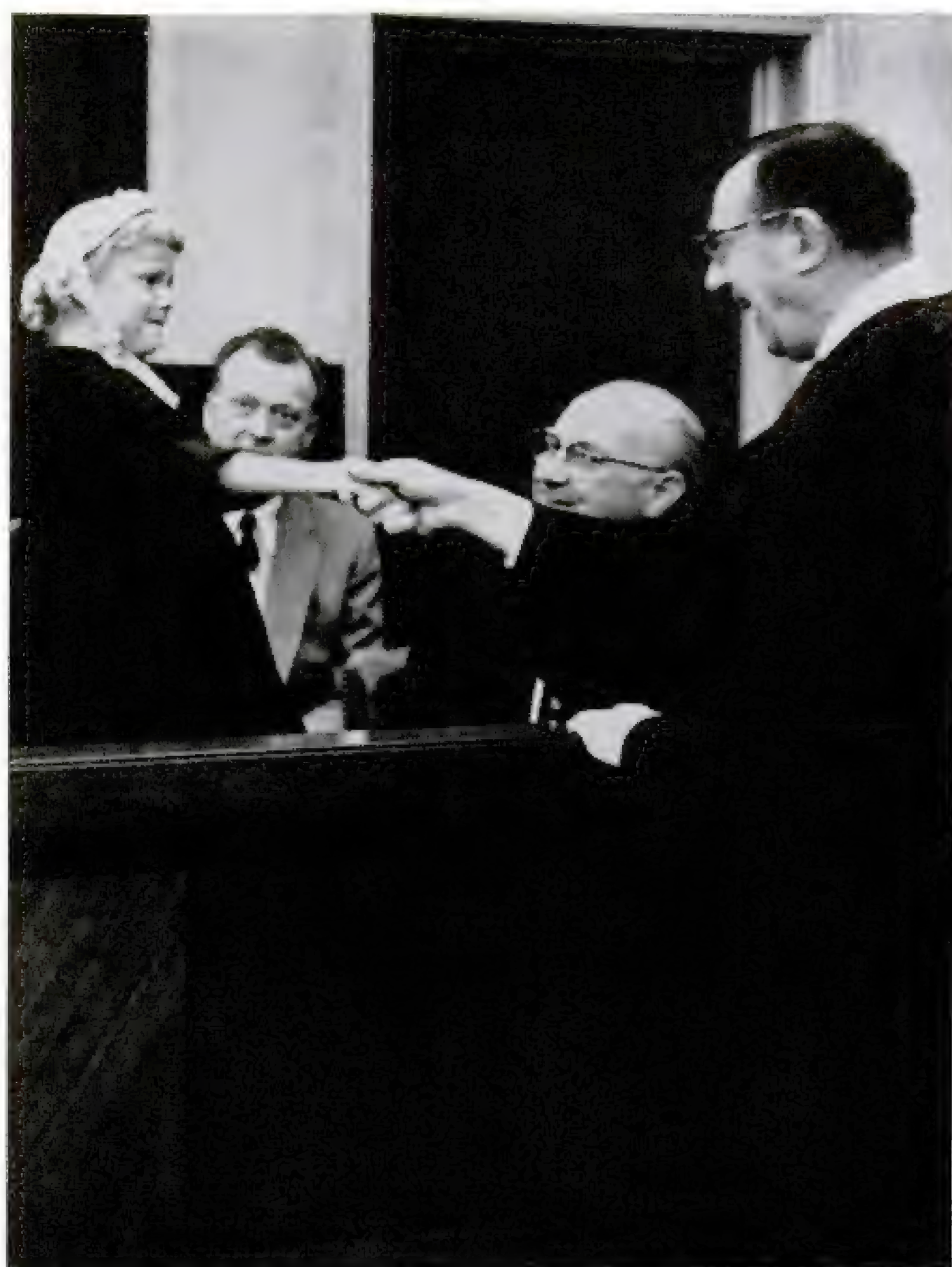


UNSMILING IMMIGRANT, Sylvia, in 1952 LIFE picture, was offered a cookie by Holifield. Later she composed a one-line song: "I like Holifield."

A LITTLE CITIZEN

Kindly congressman's young charge is sworn in

A golden-haired little girl stepped last week into a courtroom in Los Angeles and gravely swore to accept the responsibilities of U.S. citizenship. Blanka Sylvia Schoenhammer is the German girl whose arrival in the U.S. for adoption was described in LIFE three years ago (June 2, 1952). She was met at the airport by a kindly congressman, Chet Holifield (D., Calif.), who delivered her safely to her new parents, Mr. and Mrs. Paul Craig of Montebello, Calif. Now 5, Blanka Sylvia Craig has lost her accent and her fear of a strange land. In addition to gaining American citizenship, she has acquired two American heroes: Congressman Holifield and onetime Congressman Davy Crockett.



SMILING CITIZEN, Sylvia receives congratulations from District Judge Harry Westover while her foster father (left) and beaming Holifield look on.

Special— \$3⁵⁰ PYREX[®] Ware Color Bowl Set...



Blue Bowl...1½ Pts.
Red Bowl...1½ Qts.
Green Bowl...2½ Qts.
Yellow Bowl...4 Qts.



Only
\$2⁴⁹
You save \$1.01
LIMITED TIME ONLY

**World's most famous
mixing-bowl set
at almost a third off...**

**Just In Time
For Mother's Day!**

Here's your chance to get America's favorite mixing-bowl set at the lowest price in history—and just in time for Mother's Day!

Think of all the help these big, colorful bowls will be—for mixing, baking, serving and storing. Think how bright and gay they'll be on the table. Easy to wash clean, too—and they nest together to save space on your shelf.

This special bargain offer ends June 30th, so don't wait. Get your PYREX Ware Color Bowl Set—and save \$1.01—at any housewares store.

PYREX[®]
WARE

There's only one **PYREX[®]** ware, a product of  CORNING GLASS WORKS, Corning, N. Y.

VISIT THE CORNING GLASS CENTER, CORNING, N. Y.

"PYREX" is a registered trade-mark in the U. S. of Corning Glass Works, Corning, N. Y.

out of color TV research comes a



DRESSES BY CECIL CHAPMAN

...WITH THIS NEW COLOR DISCOVERY YOU'LL LOOK EXQUISITE YET NEVER "MADE UP"...EVEN UNDER THE MOST GLARING LIGHT

Today Max Factor brings you a new concept in make-up, a discovery that makes possible new subtle colors that give you a look of radiant natural beauty all other make-ups have strived for without success. He calls this great new make-up Hi-Fi.

Hi-Fi does for skin color tones what high fidelity does for sound. Hi-Fi achieves delicate gradations of color never before possible. It makes your natural skin tone come vibrantly alive.

You'll love the look of it . . . true natural beauty . . . softened, heightened, flattered to exquisite perfection.

You'll like the feel of it . . . its new lighter texture, the way it smooths on . . . the way it softens your skin.

This new idea in color for make-up was developed to fill an urgent need created by color television. Existing colors in make-ups appeared harsh, unflattering, unnatural. So the great TV studios called in Max Factor because of his tremendous experience in color research for make-up.

And Max Factor created for their exclusive use, the new concept in make-up colors that was needed . . . a concept which faithfully reproduced natural skin tones

that stay smooth and radiant under the most glaring light.

Now—he translates this amazing high fidelity color principle into a new fluid make-up *made for you*. Hi-Fi! Today you can walk into a store and select your own shade in Hi-Fi Fluid Make-up. The only make-up that makes you look as if you had the most wonderful natural color . . . with never a "made up" look! Six highly flattering high fidelity skin tones.

Hi-Fi Fluid Make-Up by Max Factor **\$1.75** plus tax.
New high fidelity colors in Fluid Rouge **\$1.25** plus tax.

great new make-up **hi-fi**

MAX FACTOR'S FLUID MAKE-UP

IN NEW HIGH FIDELITY SKIN TONES NEVER POSSIBLE BEFORE

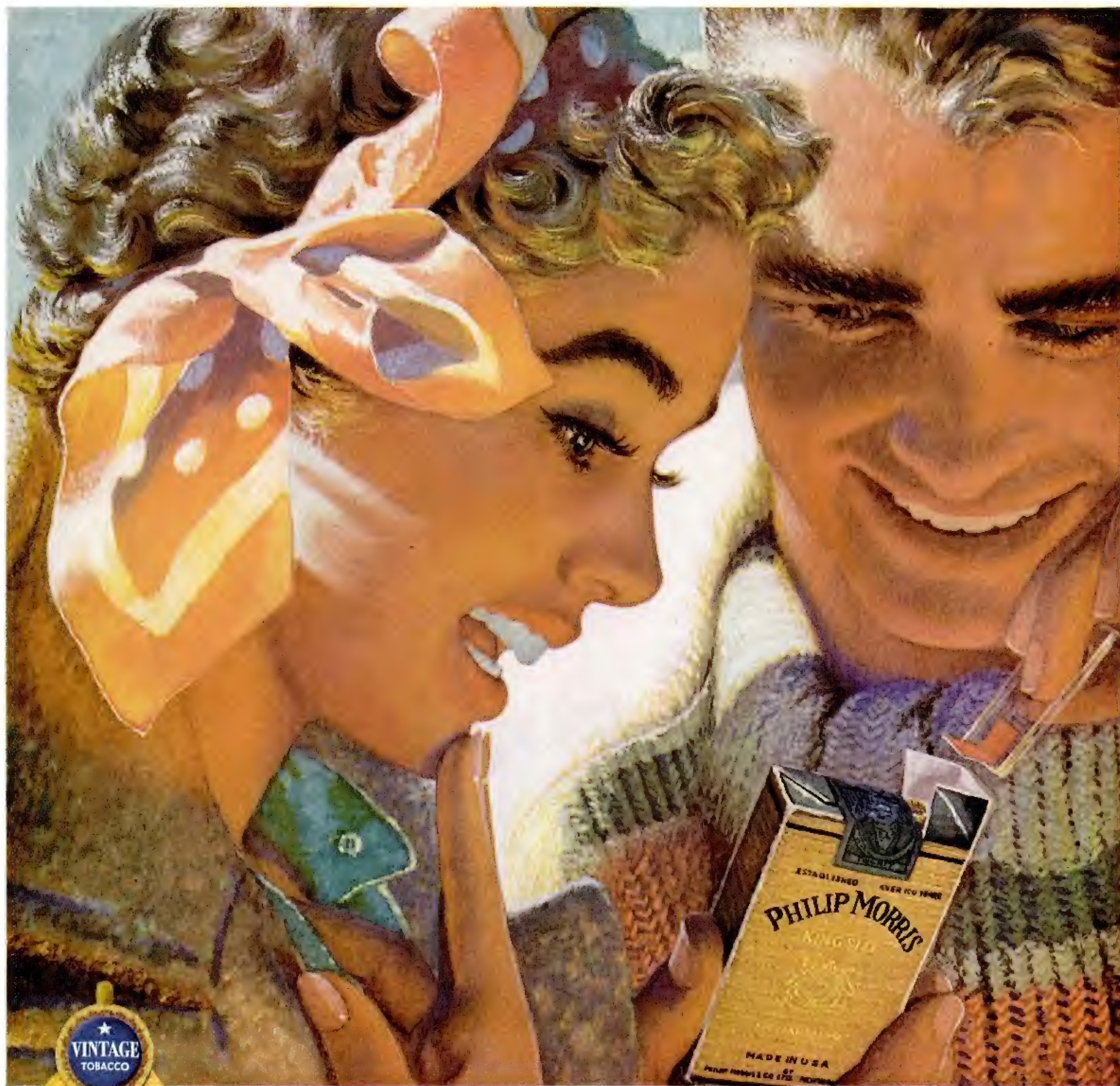


**GOING
ON SALE
TO
THE PUBLIC
FOR
THE FIRST
TIME**



HI-FI DOES FOR COLOR WHAT HIGH FIDELITY DOES FOR SOUND

More vintage tobacco makes **PHILIP MORRIS** naturally gentle and mild



More delicate in flavor, too... for those with keen, young tastes

Only a perfect balance of sunshine and moisture produces vintage tobacco—with its qualities of gentleness and delicate flavor. These qualities tell why PHILIP MORRIS has made so many friends among younger smokers—with their fresher, unspoiled tastes. Follow Young America's lead. Enjoy PHILIP MORRIS in the convenient Snap-Open pack.

Philip Morris
KING SIZE or REGULAR



IN BOISE, IDAHO, UNDER NATIONAL FOUNDATION FOR INFANTILE PARALYSIS PROGRAM, MEDICAL TEAM GIVES FREE SHOTS TO FIRST- AND SECOND-GRADERS

A HERO'S GREAT DISCOVERY IS PUT TO WORK

Mass polio inoculations get under way and a nation thanks Dr. Jonas Salk

As the nation's children began to queue up for Salk polio vaccine and a conference in Washington sought to devise the best ways of putting limited supplies to use, Dr. Jonas Salk, developer of the vaccine, found himself last week in the role of national hero.

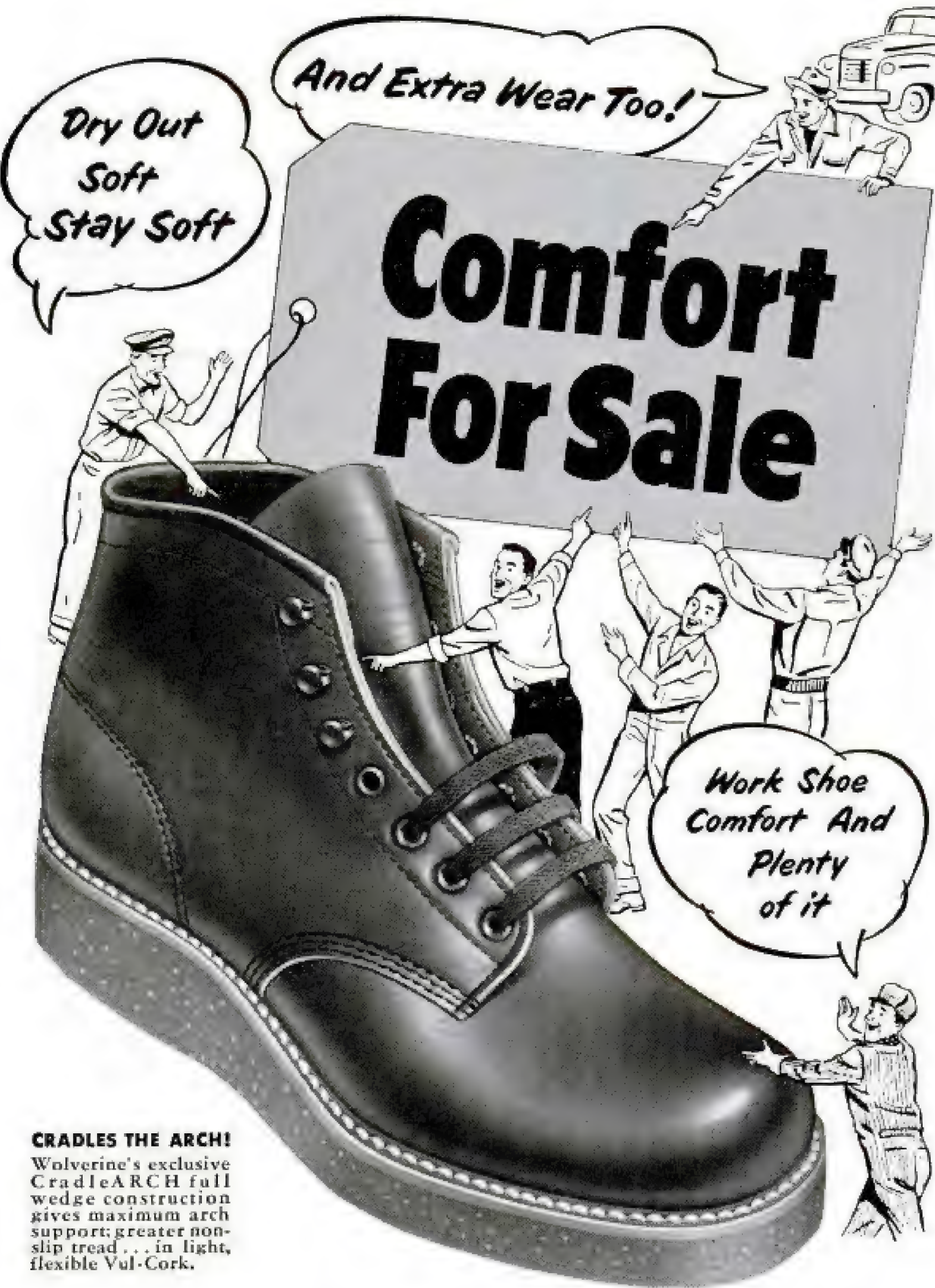
Tributes ranged down from a citation from

the President and a proposal that he be given a special Congressional Medal of Honor to offers of farm equipment. Newspapers in several cities were raising Salk funds and a U.S. senator introduced a bill to give him an annual stipend of \$10,000. Salk, 40, who lives on a University of Pittsburgh research professor's

salary and hopes to increase the effectiveness of his vaccine from 80% to 100%, said he would take no money for himself but indicated it would be used for further research. Meanwhile, demands for the vaccine created some confusion and raised the possibility that the government would help guide its distribution.

AT BLYTHEVILLE, ARK. CHILDREN FORM SEGREGATED LINES. GREATEST NUMBER OF INOCULATIONS WERE IN SOUTH, WHERE THE POLIO SEASON STARTS EARLY





CRADLES THE ARCH!
Wolverine's exclusive CradleARCH full wedge construction gives maximum arch support; greater non-slip tread... in light, flexible Vul-Cork.

WOLVERINE

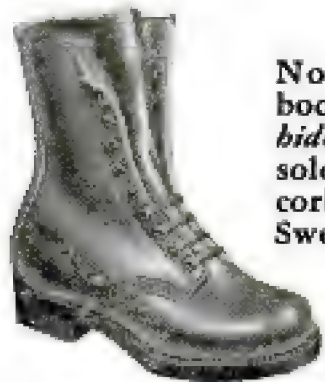
PIGSKIN and HORSEHIDE!

Work shoe comfort and extra wear—and *plenty* of both! More months—more miles of wear on any work shoe job! *Only* Wolverine tans tough Shell Horsehide and rugged Pigskin by a *secret* triple-tanning process known to Wolverine *alone*. Even dries out *soft* after soaking! This combination of extra comfort

and wear is unmatched by any other work shoes at *any* price! Why not enjoy the great bonus of *extra* wear and comfort. To be *certain* that you have it, see your nearest Wolverine dealer! If you don't know his name and address, just drop us a card.

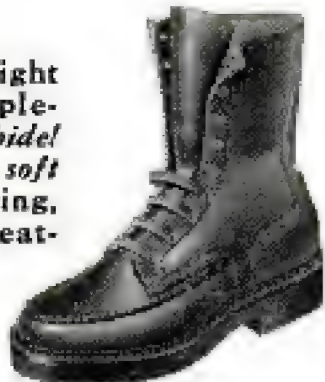
WOLVERINE SHOE & TANNING CORP., ROCKFORD, MICHIGAN

A Style for Every Job in Industry, Shop, Farm or Home



No. 2002—Pigskin 8-inch boots. Other styles in Horsehide or Pigskin with specific soles for specific jobs: leather, cork, composition, neoprene. Sweat-proof leather or leather covered foam rubber cushion insoles.

No. 1000—Extra lightweight 10-inch Field Boot. Triple-tanned, super-soft Horsehide! Guaranteed to dry out *soft* after soaking. Long-wearing, non-slip crepe sole. Sweat-proof leather insole. Full range of sizes.



No. 2010—Soft, sturdy, lightweight Pigskin oxfords. Flexible, anti-slip cork composition soles. Sweat-proof leather insoles. As in all Wolverines, rip-proof seams are lock-stitched for the strongest seam in leather.

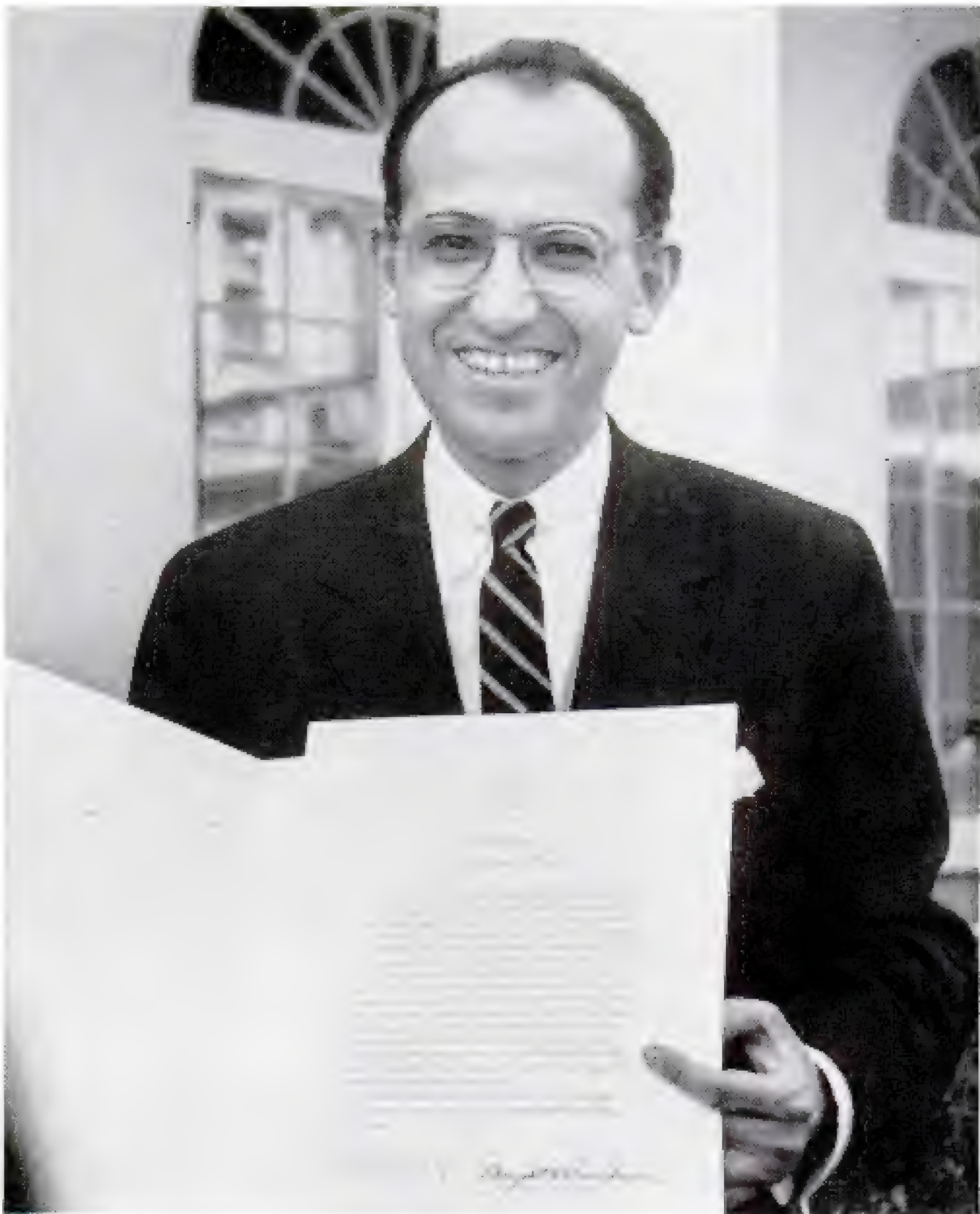
No. 2001—6-inch Pigskin. Comfortable one-piece quarters...no seams to chafe or irritate. Wide range of specific soles for specific jobs. Sweat-proof leather or leather covered foam rubber cushion insoles.



Hero's Discovery CONTINUED



PRESIDENT'S PRAISE is heard by Dr. Salk. Listeners include (front, from left) Basil O'Connor, Dr. Salk, Secretary Hobby; (rear) Surgeon General Scheele, Dr. C. A. Keefer, Mrs. Salk. Behind the President are Salk's sons.

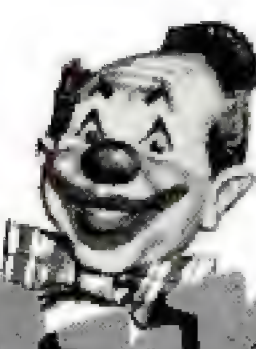


PRESIDENTIAL CITATION is displayed by Dr. Salk after the White House ceremony. It says his achievement was in the highest tradition of selfless and dedicated medical research and does honor to all the people of the U.S.



GIFTS FROM PRESIDENT, small bone-handled penknives, are examined by Dr. Salk's sons, Peter, 11, Jonathan, 5, and Darrell, 8. President Eisenhower cautioned Jonathan against opening his knife before he reaches sixth birthday.

Look at the values in the Dormeyer Spring Carnival



Aren't these all-chrome appliances handsome? And wouldn't you love to have them? They're so new, bright, modern . . . your friends will be so envious. See all these wonderful appliances right away . . . and if you wish, most Dormeyer dealers will arrange a convenient payment plan for you.



TODAY'S MIXER SENSATION

New, Sparkling All Chrome Silver-Chef with two lifetime stainless steel bowls. Food grinder included at no extra cost—needs no awkward adapters. 10 recipe-tested speeds. Automatic beater release. Head

Model 4300 **\$54⁹⁵**

Same model in white enamel, including juicer. Model 4201, \$45.75



NEW FRENCH-FRY SKILLET

Deep fries and pan fries too! Automatic controlled heat cooks, fries, stews, bakes, casseroles. Big enough to cook for 8. Cooking-frying guide on handle. Signal light. Heat resistant feet . . . use anywhere. Deep fry basket and dome cover included at one low price. With cookbook.

Model 6400 **\$24⁵⁰**

Just in time for Mother's Day...June Brides, Too!



CHROME COFFEE-WELL

Coffee maker with two selectors: Perfect Perk makes all strengths of coffee at one brewing. Exclusive Warm or Brew—reheat without re-brewing. Makes 4-10 cups. Model 6900 **\$24⁵⁰**



STEAM AND DRY IRON-WELL

From steam to dry at touch of a button! Holds 8 ozs. tap water. Steam irons longer without refilling. Built-in funnel for quick filling. Big sole-plate with 7 vents closes automatically when iron stands on end! Automatic heat control dial. Model 12 **\$18⁹⁵**



HURRI-HOT ELECTRI-CUP

Only electric cup that warms, cooks, boils—heats baby bottles, soups, canned foods—makes sauces, 4 cups instant coffee, tea, cocoa! With egg rack. Light weight. Chrome finish. 3-way heat control. Model 6700 **\$14⁹⁵**



5-SPEED "SILVER DORMEY"

Lifetime chrome won't peel, chip, crack or stain! 5 full speeds. Full size beaters; automatic beater release. Recipe book. Model 7600 **\$21⁵⁰**

Same model in white enamel. Model 7500, \$19.50.

Dormeyer appliances are factory-guaranteed.





Wives: Make him a gift of this amazing new hair preparation that *ends* this problem!

Revolutionary new hair dressing *won't grease-stain your hat!*

Keeps hair *naturally* neat all day—no “slicked-down” look—and leaves no oily stain!

● Hair experts said it couldn't be done! *But now, 30 years of laboratory experience have done it!*

Thanks to a new formula, this revolutionary new hair dressing, Beau Kreml, does NOT leave harmful, hard-to-get-out oil stains on upholstery, pillow slips, hats—and it keeps hair natural-looking and in place from morning till night.

Two special ingredients!

New Beau Kreml contains an ingredient similar to the natural protective agents in your own hair. Called KR-9, this first special ingredient never lets your hair look greasy, sticky, or shiny!

The second special ingredient has a remarkable “spreading action.” New Beau Kreml goes on in a second and works evenly through your hair—even when wet—with no need for

time-taking massage to get it thoroughly distributed. It makes hair instantly *manageable* . . . keeps all but the most wiry hair in place! New Beau Kreml also relieves dryness in hair and scalp.

Extra easy to wash out, too!

No special lathering is needed. Because new Beau Kreml is water-soluble, it also rinses off your hands and off your comb under plain tap water.

Enjoy new Beau Kreml's wonderful hair control and freedom from those everlasting oily stains. Long-lasting bottle—only 69¢.



“Keeps hair naturally controlled,” says John Steffes, of Grand Rapids, Mich. And new Beau Kreml will not leave oily stains on precious fabrics. Get the new Beau Kreml today . . . only 69¢!

FOR DANDRUFF, ITCHY SCALP

Use *regular* Kreml Hair Tonic, in the famous yellow carton. *New* anti-septic ingredients *kill on contact* the scalp parasites commonly believed to be a cause of excessive dandruff.

regular **KREML HAIR TONIC**

Hero's Discovery CONTINUED



WORDS ON WINDOW express feelings of Paul Parlegreco, Ho-Ho-Kus, N.J. real estate broker, as Thomas Kenny, Lions Club president, looks on.



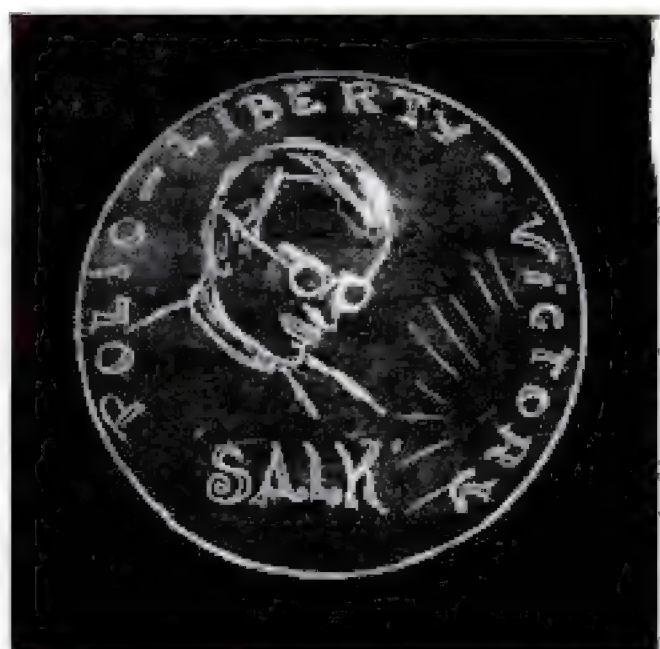
CRISS AWARD will be given Salk by Mutual of Omaha, with \$10,000.



POOR RICHARD MEDAL is to be presented to Salk by Philadelphians.



MT. SINAI MEDAL came from the alumni of hospital where he interned.



SALK DIME was proposed by U.S. Senator Frank Barrett of Wyoming.



TEXAS TRIBUTES, offered by Amarillo people, are shown by Jim Pearson of that city. Salk suggested plow and car be sold to give vaccine to poor.

BLUE BELL WRANGLERS

...fit for champions!

Buck Rutherford of Lenapah, Oklahoma, the 1954 World Champion All-Around Cowboy*, and other top rodeo cowboys wear and prefer Blue Bell Wrangler jeans. They approve Wrangler's authentic Western cut, slim fit and trim, tapered legs. Like all Blue Bell garments, coarse-weave denim Wranglers are Sanforized, thrift-priced and come in proportioned sizes for all the family. Men's sizes 31-42, \$3.69; youths' 27-30, \$3.49; boys' 1-6, \$1.98; 4-12, \$2.79; 13-16, \$3.39; misses' 10-20, \$2.98; girls' 7-14, \$2.79; all with zipper closure.

*Rodeo Cowboy Association Ratings

These and many other champion Rodeo cowboys wear and endorse Blue Bell Wrangler jeans.

Bill Linderman, 1953 and 1950 World Champion Cowboy

Harry Tompkins, 1952 World Champion Cowboy

Jim Shoulders, 1949 World Champion Cowboy

Gerald Roberts, 1948 World Champion Cowboy

Todd Whatley, 1947 World Champion Cowboy



Look for the Blue Bell Qualitag
—your money-back guarantee

At your favorite store—or write Blue Bell, Inc., Empire State Bldg., New York 1, N. Y., for name of your nearest dealer.

Long-wearing, low-priced Blue Bell casual clothes for everyone in your family



ALTOGETHER NEW

...a new way to make a cake



WHITE • YELLOW • DEVIL'S FOOD

Copyright © 1964 by R. H. M. Co.



A product of General Foods

Instant Swans Down CAKE MIXES

Only **one**
mixing
step!

- Everything goes into the bowl all at once.
- Beat only once . . . and in $\frac{1}{3}$ less time.
- Only Instant Swans Down Mixes mix in just one step
. . . so simple you can't go wrong.

- The only mix with famous Swans Down Cake Flour, so you know how good every cake will taste.

It's "Swansational"

© Copyright 1961



Here's True Tobacco Taste!

FILTER TIP TAREYTON

with the Activated Charcoal Filter

Tareyton Regular, famous for quality, is America's largest-selling king size cigarette with a genuine cork tip.



Yes, here's the best in filtered smoking—all the full, rich taste of Tareyton's famous quality tobacco and real filtration, too! That's because Tareyton's new Selective* Filter is the only filter tip with the world-famous purifying agent, Activated Charcoal.

Look for the red, white and blue stripes on the package and for the distinctive gray (Activated Charcoal) filter on the cigarette. They identify Filter Tip Tareyton—the best in filtered smoking and the only filter cigarette with a genuine cork tip.

*PATENTS PENDING

An entirely new concept in cigarette filtration. A filter tip of purified cellulose, incorporating Activated Charcoal, a filtering substance world-famous as a purifying agent, notably for air, water and beverages.

PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

© A. T. CO.



"CRAZY OTTO," RIGGED UP IN COATEE, IMPERIAL MUSTACHE AND SPECTACLES, TACKLES HIS PIANO FROM MID-AIR DURING A SOLO IN HAMBURG, GERMANY

Otto, Real and Crazy

This spring a tinkly piano, slightly out of tune and thumping out such hits as *Glad Rag Doll* and *Beautiful Ohio*, has been a top-seller on juke boxes and records all over the U.S. Surprisingly, these old American classics were recorded by a non-American pianist, a German who calls himself "Crazy Otto" and has

hidden his identity under a fake beard. But now that fame has come to him, Otto has revealed himself as a German concert musician named Fritz Shulz-Reichel, who has been living a dual life as a serious pianist and, with his beard, as a keyboard clown. This summer Otto will bring his crazy pianistics to the U.S.

Pretty smooth: your Barbasol shave



*makes
your face
feel younger
...look younger*

And here's why...

1. Barbasol is not alkaline, won't dry out your skin

Soapy, alkaline...tough
for skin to take



Its special non-soapy formula is easy on your skin—actually makes your face feel better, look years younger. That's because it won't soap off natural skin lubricants as "canned" and lather shaves do. Barbasol never leaves your face hot, parched, taut.

Won't soap off skin lubricants

2. Barbasol has more soothing agents!



More skin soothers than
any other shave cream

Barbasol's rich in emollients—special skin-soothing agents. It contains more of 'em than any other shave cream made. These ingredients help precondition your face for shaving, keep it feeling tiptop after every shave. And with Barbasol your razor gets closer. Shaves last longer than with any other way.

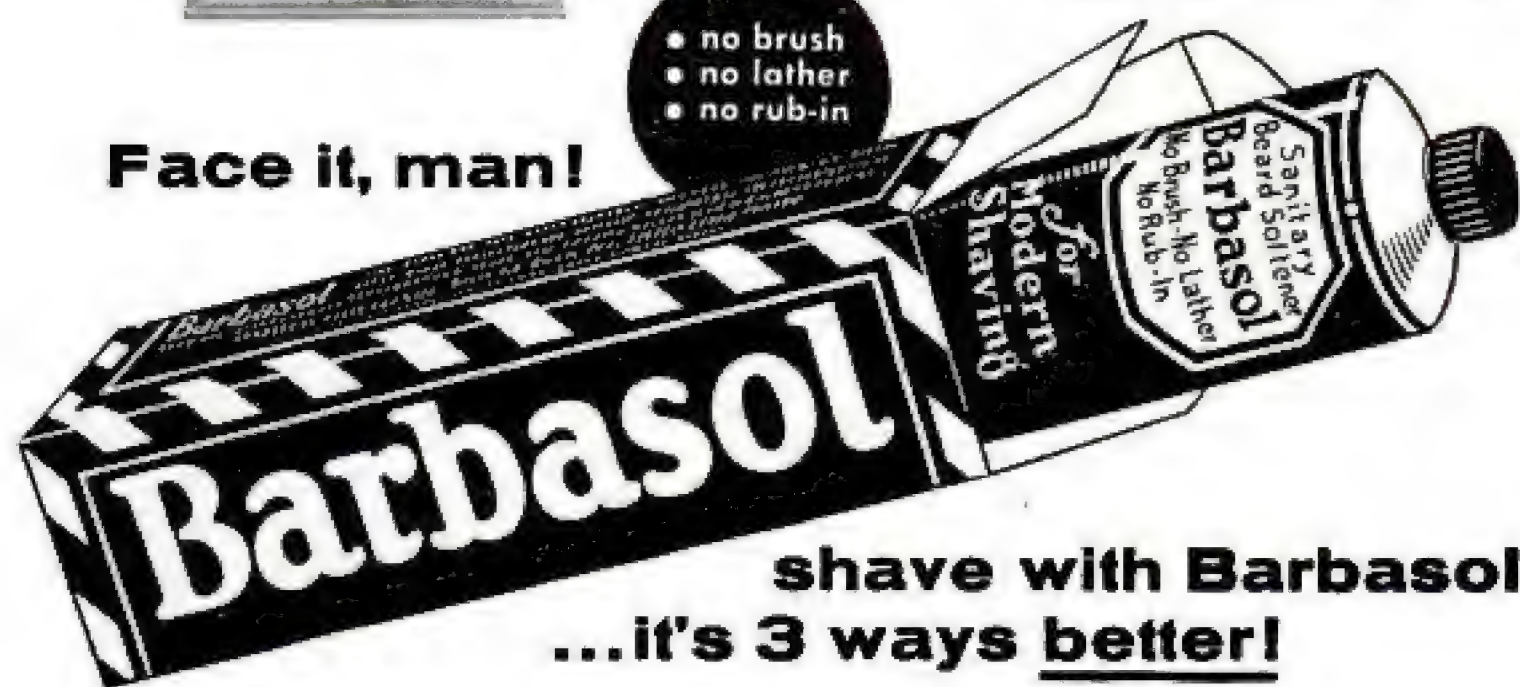
3. Barbasol is all shave cream!



Every bit of Barbasol is designed to condition your face, make shaving much easier. It has real body. Not like "canned" shaves—they're 90 per cent gas bubbles, and bubbles never licked a whisker yet. Barbasol softens your whiskers quick, holds 'em up so your razor can slice 'em clean.

- no brush
- no lather
- no rub-in

Face it, man!



shave with Barbasol
...it's 3 ways better!

CRAZY OTTO CONTINUED



TO START CONCERT Otto goes through motions of untuning instrument which is really untuned in advance to make it sound like honky-tonk piano.



ANSWERING APPLAUSE, Otto does a joyous dance. His playing is bright and tinny with a firm ragtime rhythm, influenced by U.S. barrelhouse style.



AT CONCERT'S END Otto pretends to be so exhausted by his furious labors at keyboard and dances between numbers that he has to be dragged off.

CONTINUED ON PAGE 116



a snapshot you
already have may be worth

\$5,000

**YOU DON'T EVEN HAVE TO TAKE A NEW PHOTO TO WIN ANY
OF 200 BIG PRIZES IN THE ANNUAL VISKING SNAPSHOT CONTEST!**

Think of it! Right this moment, in your purse, billfold or bureau drawer, you may have a child's snapshot that could win you \$5,000.00 cash or any of 199 other valuable prizes! It could be a picture of your own child, a grandchild, niece or nephew, the child of a friend or neighbor. Just so it's a snapshot, not a professional or retouched photo, it could be a winner easy as not.

We're simply looking for children with the kind of natural appeal that makes them most "photogenic". *This isn't a photography contest.* All that counts is personality—and a plain, everyday snapshot is all it takes to win.

The simple snapshots above were last year's top winners. Bottom photo: 3rd prize, won by Lynn Martin, Oklahoma City, Oklahoma. Center: \$5,000 1st prize, won by proud grandpa L. P. Young of Sarasota, Florida. Top: 2nd prize, awarded to Emil Glas, Chicago, Illinois.



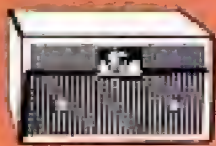
Get **FREE** entry booklet with your favorite brand of **SKINLESS** franks or smoked link sausage.

This booklet gives you all the information you need to enter the VISKING Snapshot Contest. Includes entry blank, rules and prizes. FREE at your meat counter. Or write Department A, The VISKING Corporation, Chicago. Hurry! Contest closes midnight, June 15, 1955.

SERVE *Skinless* FRANKS and SMOKED LINK SAUSAGE OFTEN

They're sold everywhere. The VISKING Corporation supplies the pure vegetable cellulose casings in which they are stuffed and smoked. These casings are stripped off in the packing plant, leaving a smooth tasty surface formed by meat juices while cooking.

THE VISKING CORPORATION, CHICAGO, ILLINOIS
IN CANADA: VISKING LIMITED, LINDSAY, ONTARIO
Pioneer Producers of Cellulose Casings



200 prizes

1ST PRIZE \$5,000 in cash

2ND PRIZE The Spectacular RCA 21" Color TV Set

3RD PRIZE Mitchell—World's Finest Room Air Conditioner—½-ton model

4TH PRIZE Revere—Finest Professional Model High-Fidelity Tape Recorder—7½ IPS

5TH PRIZE \$200 Hamilton Watch (man, woman) Finest Timekeeper

Next Five Prizes—Revere Model 400 Portable Radios

Next Fifteen Prizes—Dormeyer Automatic Toasters

Next Twenty-Five Prizes—Spartus Flash Camera, Carrying Case, Bulbs and Film

Next Fifty Prizes—Parker 21 Pen & Pencil Sets

Next One-Hundred Prizes—Prince or Princess Gardner Wallets

Imagine your child picked by famous experts as one of America's most photogenic children!

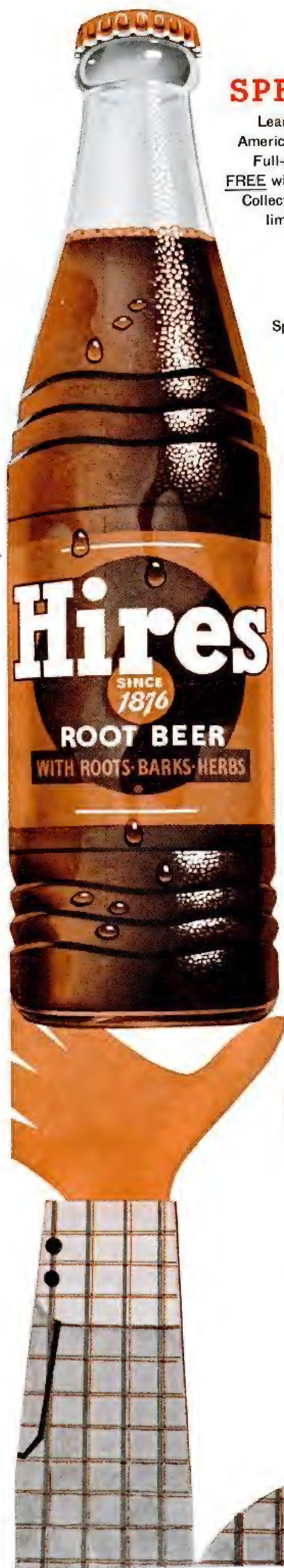
Famous authorities on camera personality judge every snapshot entered. The handsome award certificate, bearing the child's name and signed by the judges, is a prize you will display proudly and treasure always.

Enter as many snapshots as you like.

With each snapshot, send in the label or other identification from your favorite brand of delicious SKINLESS franks or smoked link sausage. That's all there is to it! Anyone, except professional photographers, can enter. Ask at your meat counter for the free contest entry booklet.

The Judges:

Howard Guernsey,
prominent art director.
Harry Shigeta,
nationally famous photographer.
The Lloyd Herrold organization,
independent contest judges.



SPECIAL!

Learn about famous
American Indian Chiefs!
Full-color cards—
FREE with Hires cartons.
Collect a complete set—
limited time only.



Podner—here's a right refresher!
Sparkling Hires Root Beer, made
the real oldtime way. It's balanced
refreshment—blended as only
Hires has done it since 1876.
Have a Hires today! It's wonderful
with snacks or any time you need
refreshment. At your dealer's
or at fountains and dispensers
everywhere. Hires to you!

Hires *Refreshes RIGHT!*



CRAZY OTTO CONTINUED

WITH REAL HEAD, NO HEAD



AT RECORDING SESSION in Germany, where his records have had phenomenal success, Otto defies the no-smoking sign by calmly puffing a cigaret.



HEADLESS OTTO leaves the Hamburg recording studio on way to his car. He uses old trick of hunching his head into coat just to surprise passers-by.

Now **THE GREETING**
THAT CARRIES ITS OWN BOUQUET



* This new scented telegram is the perfect way
to send your love on Mother's Day.
Lightly perfumed with the fragrance of carnations
it will be a keepsake cherished for years to come.

On any Occasion
it's wise
to wire

WESTERN UNION

Scented telegrams may be charged to your phone bill. Just call or visit your nearest Western Union office.



It is the essence of hospitality
to let your guests see
what you are serving.

You need never hesitate when it is

Old Grand-Dad

"HEAD OF THE BOURBON FAMILY"



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY COMPANY, FRANKFORT, KENTUCKY



WITH ITS SPECKLED MANTLE FULLY SPREAD AND ITS MOUTH AGAPE, A 22-INCH FRILLED LIZARD HISSES THREATENINGLY TO FRIGHTEN AWAY AN INTRUDER

A REPTILE THAT REALLY GETS RUFFLED

The Australian frilled lizard, rarely seen away from home, makes a collarful debut at the Bronx Zoo

Climbing about the trees in the hot scrub forests of northern Australia, an innocuous looking lizard called *Chlamydosaurus kingi* gives all the appearance of a tender lunch to many a tidbit-bent treetop predator. But when a predator comes near, it is confronted with a startling apparition. The lizard, opening its jaws with a hiss, unfolds a broad mantle which spreads out like an umbrella and frightens almost any intruder away.

The frilled lizard's mantle, which normally lies neatly folded along its neck, is expanded by bones connected with its throat. On fully grown, three-foot males, the mantle may reach a diameter of nine inches. The lizards have rarely been shipped abroad because when transplanted they refuse to eat. But recently the Bronx Zoo in New York imported two, has kept them alive by forced feeding and soon will tempt them with insects.

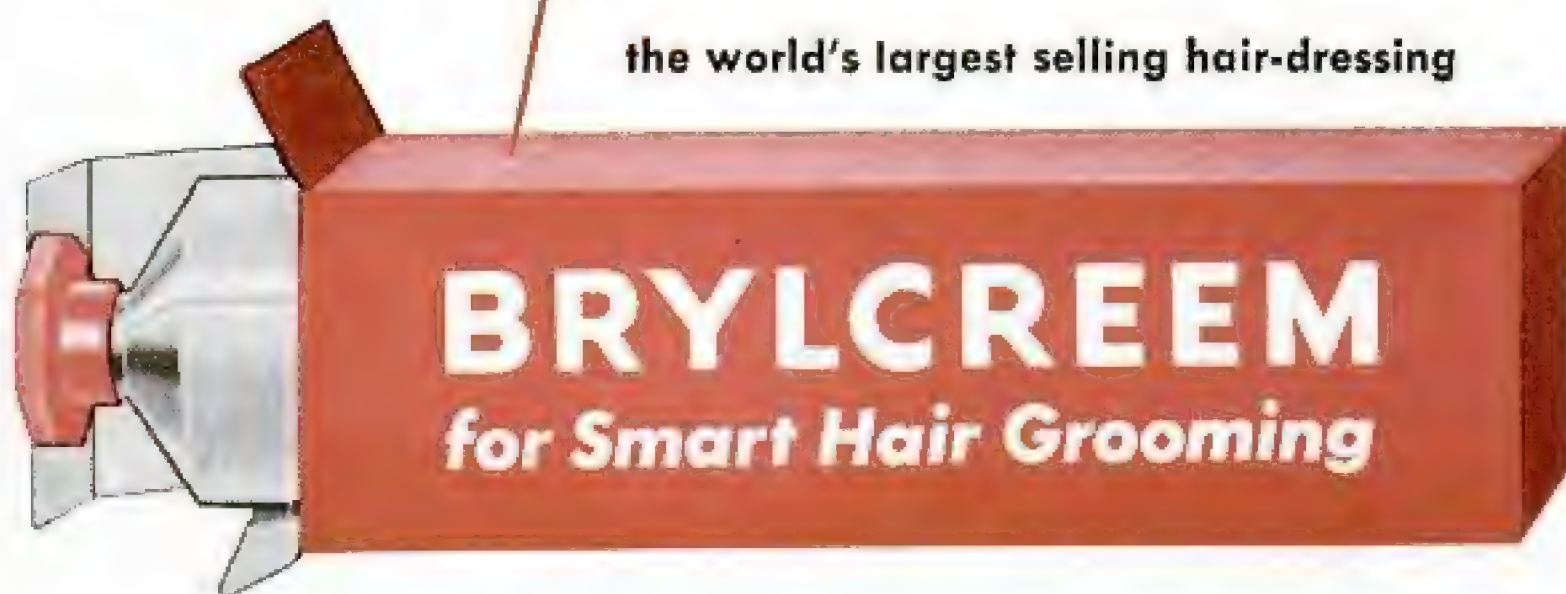
THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

Not Greasy - Not Messy!

Ruffled Reptile CONTINUED

INTIMIDATING A HUNGRY SNAKE



FACE TO FACE on a log in the zoo, a frilled lizard eyes an Australian tree snake as it slithers toward him. Lizard's long claws help in tree climbing.



RIISING TO OCCASION, lizard opens its jaw, forcing forward the umbrella-like ribs of his mantle. To feed, he can open jaws without expanding hood.



IN FRIGHTENING DISPLAY, lizard hisses and snake considers a retreat. Faced with a predator that is unimpressed, the lizard has to run (p. 122).

[CONTINUED ON PAGE 122](#)



Where's the best place to save for Cowboys, Indians and Space Cadets?

Of all the reasons for saving money—and there are hundreds—certainly none is bigger or more important than building up a nest-egg to take care of your children's future.

And where's the best place to build up your nest-egg?

Right now, 14 million Americans think the best place is an insured Savings and Loan Association!

In fact, Americans are now putting more of their savings account dollars into these Associations than anywhere else. The reasons are simple:

ONE—You get *excellent returns*. That's because insured Savings and Loan Associations invest most of their funds in sound, steady-paying home mortgages.

TWO—You have *complete safety*. Your savings are protected by good management and substantial reserves. They are insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation—an agency of the U. S. Government.

THREE—These Associations are local organizations. They offer *friendly, helpful and convenient service*.

And here's another point: When you're thinking of buying a home, remember that insured Savings and Loan Associations are *the nation's largest single source of home mortgage loans*. They make liberal loans. They see to it that you get the money quickly—and at moderate rates.

Why not come in and open savings accounts for yourself and for your children *today*. And if you need a home mortgage loan, let's talk about that, too!

SAVINGS AND LOAN FOUNDATION

The Savings and Loan Foundation, Inc., is an organization of insured Savings and Loan Associations from coast to coast—dedicated to the preservation of democracy through thrift and home ownership in every American community. Address: 1111 E Street N.W., Washington, D. C.



Look for this emblem. It identifies associations insured by the FSLIC.
© 1955, TS&LF

Freedom of Choice!

This **COMPREHENSIVE HOMEOWNER'S POLICY*** allows **you** to select the protection **you** want . . .



... for your home



its contents . . .



... your liability

This America Fore policy is a new package of protection, flexibly designed to cover your insurance needs according to your choice. It protects you from loss caused by fire, lightning, windstorm, explosion and many other specified perils to your home and its contents.

It also provides protection against loss—

- from burglary, robbery or theft from your premises, and
- from claims resulting from accidents to the public on your premises—or from the personal activities of members of your household on or away from your premises.

If you select these three basic elements of protection you qualify for

PREMIUM SAVINGS OF TEN TO THIRTY PERCENT!

You'll like the flexibility of this single, broad contract. **You** select the protection **you** want—add other coverages when **you** desire. **You'll** like its convenience, too. One starting and expiration date—one premium—one time to think about the vitally important protection of your home, its contents and your liability.

Your local America Fore agent will be happy to give you full information. He can arrange monthly or other convenient budget payments of your premium if **you** wish.



For the name of a nearby America Fore agent call Western Union by number, ask for Operator 25.

*approved in most states

America Fore
INSURANCE GROUP

- ★ The Continental Insurance Company
- ★ Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company
- ★ American Eagle Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

Ruffled Reptile CONTINUED



ON HIND LEGS, a lizard races across a rock. With its tiny forelegs drawn up, it looks like the dinosaur Tyrannosaurus to which it is only distantly related.



AT 10 MPH lizard stretches out its tail to help maintain balance. Normally it runs on all fours like other lizards, rises up only when it is hard pressed.



Known by the Company it Keeps



Seagram's VO

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY. 86.8 PROOF, CANADIAN WHISKY—
A BLEND...OF RARE SELECTED WHISKIES • SIX YEARS OLD



Just **kiss the keys** with your finger tips
on this new kind of **electric** typewriter

"Easy as pie to use," is the way secretaries say it. So, why don't you and the boss compare your present machine with the new Royal Electric? Begin with . . .

Speed-flo Keyboard. Type "The quick brown fox jumped, etc.," or whatever your favorite speed sentence may be. Or, start copying an insurance policy or contract or lease.

Bing! You'll discover that here is a *lighter, smoother, faster* touch than that found on any electric typewriter yet designed. Seven major keyboard improvements make this deft touch possible. Your Royal Representative will show them to you . . . will explain the many new *exclusive* features.

Repeat Keys. Lady, these repeat keys are a dream come true! Underscore . . . make hyphens . . . space backward and forward . . .

automatically, just by holding down the appropriate repeat key.

The repeat keys are independent of the regular keys. This particular *Royal Electric exclusive* helps eliminate mistakes.

Instant Space-Up Key. When you want to space up, don't reach for the carriage knobs! Just touch the Instant Space-Up Key and up you go!

Copy Control. Sparkling carbons are a matter of course with this major improvement.

Quiet Carriage Return Mechanism. Why put up with a carriage that slams back with a jolt? Royal's new mechanism is the quietest, smoothest and fastest in the field!

Coming in a variety of colors, the new Royal Electric is lovely to look at . . . a delight to use. Ask for a demonstration.



World's largest manufacturer of typewriters...

Royal Typewriter Company, Division of Royal McBee Corporation

ROYAL[®]

*electric . portable
standard
roytype business supplies*

MUSEUM
DIRECTOR'S
CHOICE



SPRINGFIELD MUSEUM
OF FINE ARTS



Chardin Illumines a Humble Subject



FREDERICK B. ROBINSON

This is the third in LIFE's series of works of art which U.S. museum directors have chosen as their own favorites in their museums. This Director's Choice is by the French artist Jean Baptiste Simeon Chardin (1699-1779). It was selected by Frederick B. Robinson, head of the Springfield, Mass. Museum of Fine Arts, who writes:

When Chardin painted this still life in 1764 most French artists were painting elegant scenes of court life. But though Chardin's subject is humble it is given a rare beauty by its intricate counterplay of shapes and

colors. The duck's wings are repeated in the angles of the napkin; the tones of the bread are echoed in subtle variations around the canvas. But what I respond to most is Chardin's sensitivity to the play of light on the objects and to the luminous atmosphere that envelops them. Since 1946, when our museum acquired the still life, I have had a chance to test it against a variety of circumstances—changing exhibitions, shifting taste, my own moods. It has weathered the tests, and I have found that no other painting in our collection produces for me such a feeling of complete gratification.



BANGKOK is famous for ancient Oriental drama and exotic dancing girls, but its residents also appreciate the healthful, mountain-cool comfort of modern air conditioning.



GLARING SUN is reflected from the gleaming, jewel-like towers of the many beautiful Buddhist Temples which cover approximately one-fifth of the entire city of Bangkok.



STEAMING HUMIDITY seeps into the city from the Chao Phraya River and numerous canals in Bangkok . . . presenting a genuine challenge to the efficiency of any air conditioner.

ONLY RCA GIVES YOU ALL THESE ADVANTAGES:

FAMOUS "HEART-OF-COLD" COMPRESSOR with 5-year warranty.

"HUSH-A-BYE" FANS for whisper-quiet operation.

PERMANENT FILTER that never needs replacement.

PUSH-BUTTON CONTROLS in concealed "Climate Tuner" Panel.

DIRECTIONAL GRILLES that turn air wherever you want it.

AUTOMATIC THERMOSTAT for constant temperature control.

HEATS OR COOLS—heating available on some models.

RCA FACTORY SERVICE available only to RCA owners.



IN THE MODERN OFFICES of the Thailand Television Co., Ltd., in Bangkok, RCA Air Conditioners overcome tropical heat and humidity . . . provide cool, healthful climate and fresh, filtered air the year 'round, regardless of outside temperatures.

PROVED IN BROILING BANGKOK!

RCA Air Conditioners backed by the research and engineering skill of RCA . . . your guarantee of satisfaction here at home

HERE'S DRAMATIC PROOF of the cool comfort you can expect when you install RCA Air Conditioners in your home or office. In the steaming humidity of Bangkok and Singapore, in the sun-baked cities of Morocco and Pakistan, RCA Air Conditioners are turning insufferable heat into mountain-top coolness . . . wringing dampness from the air . . . filtering out dirt, dust and sand . . . giving daily proof of the great performance and dependability that is engineered into all RCA products.

When you select your air conditioner, choose the one *proved* in the world's toughest weather spots . . . RCA! See the new models now at your dealer's. RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY.



NEW FLUSH MOUNTING . . . permits you to install the new 1955 RCA Air Conditioner *flush* with inside walls so as not to interfere with draw drapes or curtains. The right size for every room, the ideal air conditioners for every home or office. $\frac{1}{8}$, $\frac{1}{2}$, $\frac{3}{4}$, 1 and $1\frac{1}{2}$ h.p. models . . . all engineered for better living, no matter where you live.

Wherever you live, you'll feel better with an

RCA Air Conditioner



because RCA makes a world of difference anywhere in the world!



IN THE TROPHY-FILLED GUN ROOM OF THEIR MANSION, AUGUST A. BUSCH JR. AND HIS WIFE TRUDY, 28, HOLD BABY BEATRICE ALICE AND ADOLPHUS BUSCH IV

THE BARONIAL BUSCHES

St. Louis brewer's big family lead exuberant, expansive lives

In 1865 a German immigrant named Adolphus Busch took over a small, failing brewery in St. Louis. In the decades since, the brewery has become the largest in the world, last year selling over 719 million foamy quarts of beer. In that same period the Missouri family Busch has become just about the liveliest, lustiest family dynasty in the country.

Today the chief executive of Anheuser-Busch Inc., and in consequence the head of the sprawling family, is Adolphus' grandson, a gregarious, impulsive, hoarse-voiced, 56-year-old extrovert named August Anheuser Busch Jr., who is hardly ever called anything but Gussie. Gussie and the other present-day members of the family have lost little of

the fierce, competitive genius with which their predecessors kept the world of hops hopping. And unlike the later generations of some robust business families, they have not noticeably slid into the sedentary or intellectual pleasures of wealth. They continue to love the outdoors, fine horses, huge houses full of hunting trophies, big families, roaring parties and beery choruses of *Im Wald und auf der Heide*.

The baronial splendor amid which Gussie lives with his handsome wife and their children prompts St. Louisans to say the Busches really live like German merchant princes of an earlier age. But their way of life adds a memorably exuberant and expansive segment to the American scene.

Photographed for LIFE by MARGARET BOURKE-WHITE

CONTINUED ON NEXT PAGE 127



BUSCH MAUSOLEUM carries saintly figures, friezes of grapes and hops and Caesar's summation.

MANSION WITH A ZOO

The homes and estates of the Anheuser-Busch families have been dotted from the Rhine to Pasadena. But the greatest of them, and the family seat, is Grant's Farm, a 281-acre estate just south of St. Louis, where Ulysses Grant lived in a log cabin. Adolphus Busch presented the land to his son, August Busch I, father of the present Gussie, in 1903 and later gave funds for a suitable mansion.

August I erected the vast French Renaissance house and tailored its surroundings to his love of animals and nature. There is a small lake for waterfowl and a tranquil park where deer, antelope, buffalo, longhorn steers and even mountain goats graze peacefully together. Handsome stables house an enviable collection of fine horses (*pp. 132, 133*) and there is now even a delightful family zoo.

After August's death in 1934 the Big House stood empty except for the great festive gatherings of the family. Then last fall Gussie and his family reopened it and moved in. Nearby, in a smaller, 18-room home, lives Gussie's 89-year-old mother.

Each year thousands of visitors tour the park and visit the stables and the zoo. Company workers, children, celebrities have been awed by Grant's Farm. Touring the estate, a U.S. general told a nervous aide, "Don't rush me. I'll never see anything like this again."

TRANQUIL PARK where deer and other animals play is seen from mansion down specially cut vista.



OUT FOR THE DAILY RIDE, TRUDY ASTRIDE HAPPY LANDING AND GUSSIE ON MISS BUDWEISER AMBLE





ACROSS THE LAWN OF THE 34-ROOM BRICK MANSION GUSSIE'S FATHER ERECTED IN 1911



JERRY THE CHIMP, one of four in the private zoo, essays a headstand with an assist from Gussie. Jerry also roller-skates.



FRANCES THE CAMEL, a recent addition to the zoo, eats a banana from Gussie's hand. The zoo now has a full-time keeper.



TESSIE THE ELEPHANT, age 3, performs near the Bauernhof. She is named for an elephant which August I once owned.



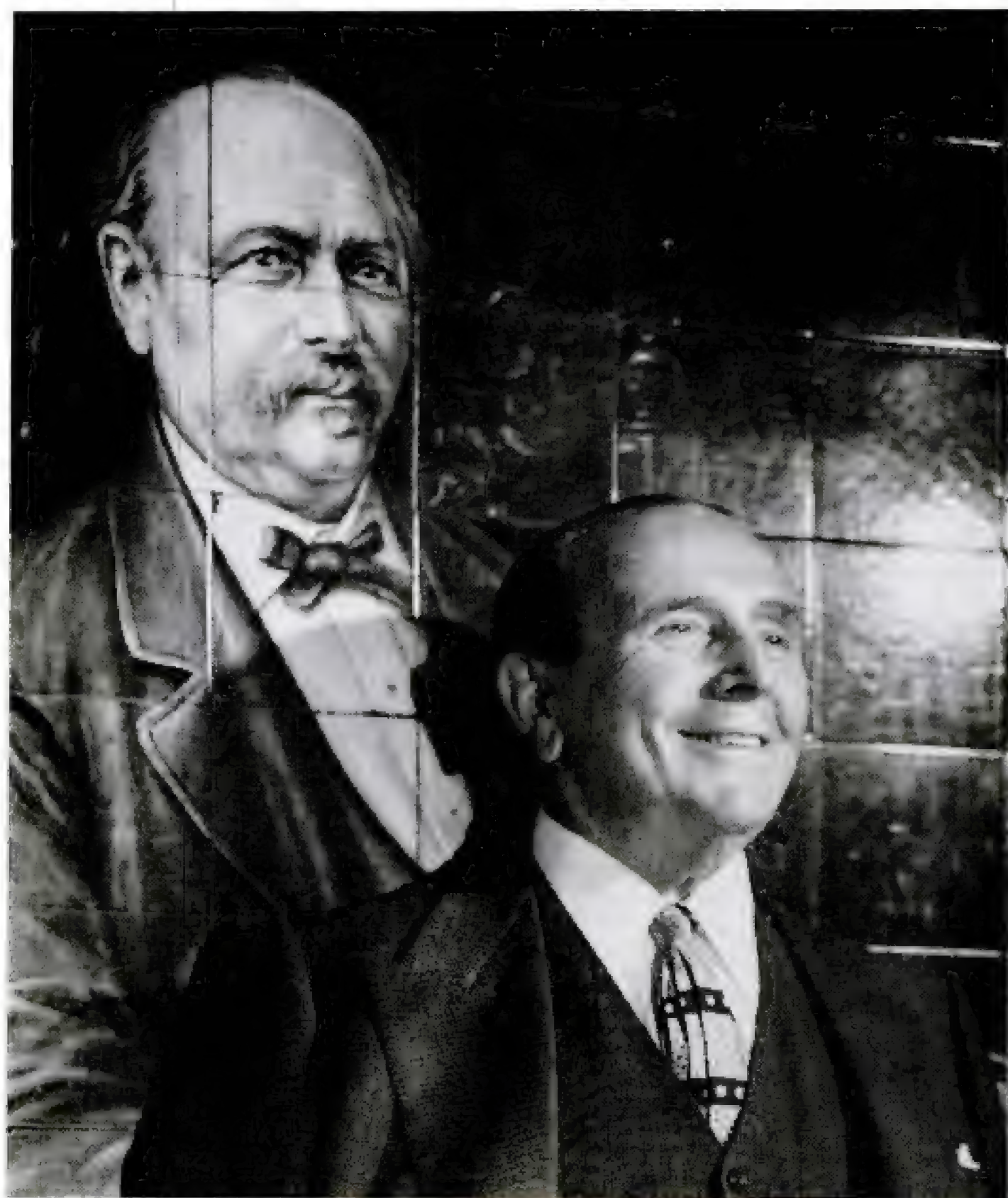
GENERATIONS OF THE COHESIVE CLAN

Adolphus Busch was a salesman of brewers' supplies in 1861 when he met and married Lilly, the daughter of a prosperous soapmaker named Eberhard Anheuser. In lieu of a bad debt, Anheuser had taken over a small brewery, and he put son-in-law Adolphus in charge of it. Adolphus was a success from the start, devising ice-cooled freight cars to carry his beer to the thirsty South and helping to introduce the first pasteurized beer in the U.S. As the firm grew, so did the Busch family. Adolphus and Lilly had 14 children. Six of them married, often twice or three times, thus building a huge dynasty. Its complexity is indicated by the family photograph on the opposite page, which is identified below.

The dynasty has had troubles, with anti-German feeling during World

War I and Prohibition thereafter (it made yeast and Bevo to survive). It has weathered them all. Ten members of the family are now actively involved in the management of the firm and 65% of its stock is family-owned. Besides Gussie Busch, the senior family members of the firm are Eberhard Anheuser, grandson of the soapmaker, Adalbert von Gontard, grandson of Adolphus, and Percy Orthwein, Gussie's brother-in-law.

It is Gussie who now presides over the great holiday gatherings of the family and who tries to arbitrate the quarrels and differences of his strong-minded clan. "Let me finish!" he shouted to a kinsman at a recent board meeting. "Then you can blow *your* top." Such passing storms serve mostly to strengthen the remarkable solidarity of Adolphus' tribe.



EBERHARD ANHEUSER, Gussie's uncle, company board chairman and, at 74, its elder statesman, stands at tile portrait of Grandfather Eberhard Anheuser.

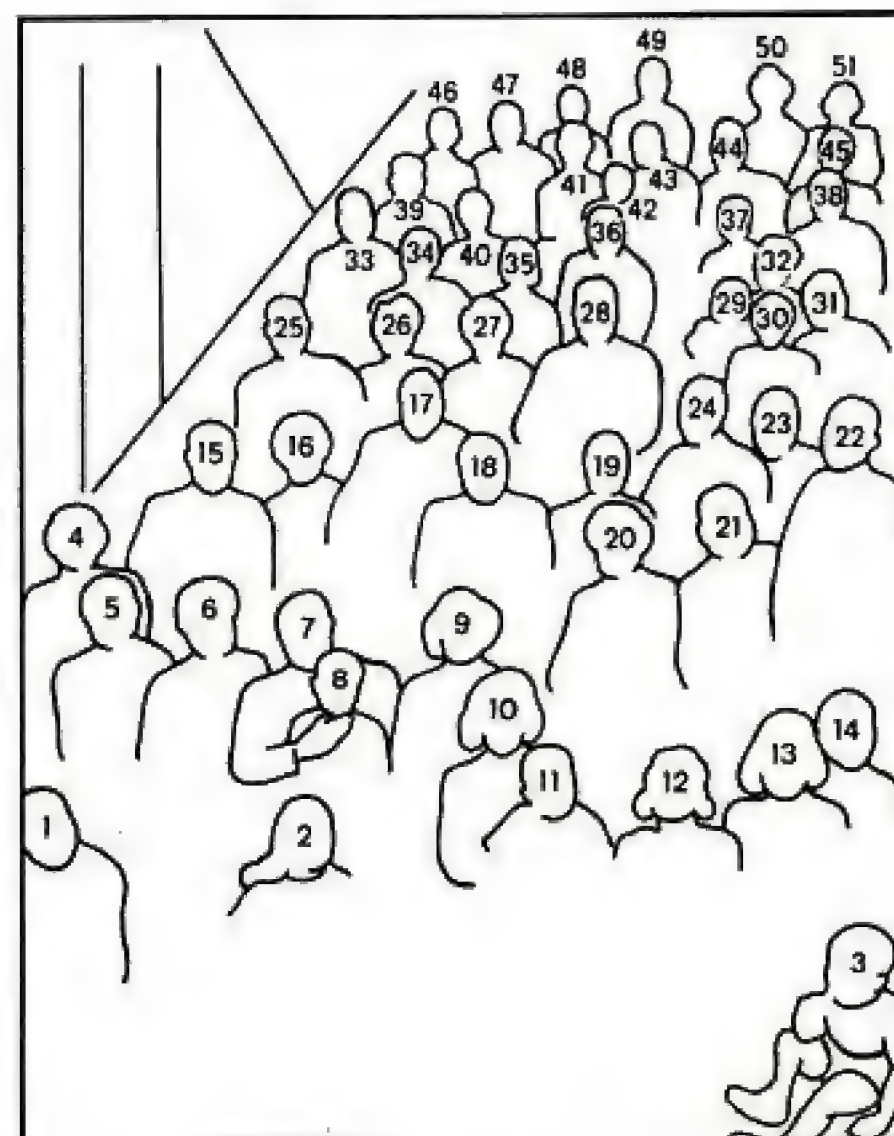


PERCY ORTHWEIN, Gussie's brother-in-law, is a board member, handles the firm's advertising and collects old Budweiser posters like those on the wall.

FIFTY-ONE MEMBERS OF THE FAMILY IN FULL-DRESS REUNION

The family members in the picture opposite can be identified from outline drawing at right. 1 Stephen Orthwein, son of Gussie's nephew, Adolph Orthwein. 2 Christie Hermann, daughter of Gussie's daughter, Lilly Hermann. 3 James Orthwein Jr., son of Gussie's nephew. 4 Mrs. Adolph Orthwein, wife of Gussie's nephew. 5 Kitty Busch, widow of Gussie's brother Adolphus Busch III. 6 Marie Busch Jones, Gussie's sister. 7 Gussie, August A. Busch Jr. 8 Adolphus Busch IV, Gussie's son. 9 Gertrude Buholzer Busch, Gussie's wife. 10 Mrs. Robert Hermann, Gussie's daughter by his first wife. 11 Robert Hermann Jr., Gussie's grandson. 12 Katherine Orthwein, the daughter of Gussie's nephew James. 13 Mrs. James Orthwein and 14 her son Percy J. Orthwein II. 15 Eberhard Anheuser, Gussie's uncle. 16 Mrs. Eberhard Anheuser. 17 Percy J. Orthwein, husband of Gussie's sister Clara. 18 August Anheuser Busch III, Gussie's son, by second wife. 19 Elizabeth Overton Busch, Gussie's daughter by second wife. 20 Mrs. Percy J. Orthwein, Gussie's sister Clara. 21 James Orthwein, Clara's son. 22 Adolph Orthwein Jr., Gussie's grandnephew. 23 William Buholzer, brother of Gussie's wife. 24 Adolph Orthwein, son of Gussie's sister Clara. 25 Adalbert von

Gontard, Gussie's cousin. 26 Mrs. Adalbert von Gontard. 27 Consuelo von Gontard, widow of Gussie's cousin, Paul von Gontard. 28 Robert Hermann, Gussie's son-in-law. 29 Eleanor Condie, Gussie's grandniece. 30 Hope Hadley, Gussie's grandniece, daughter of 31 Willis Hadley and 32 Mrs. Willis Hadley, daughter of Gussie's sister, Marie Busch Jones. 33 Adalbert von Gontard Jr. 34 Mrs. Adalbert von Gontard Jr. 35 Mrs. Herman L. Seherr-Thoss, daughter of Adalbert von Gontard. 36 Herman L. Seherr-Thoss. 37 and 38 William and Drummond Hadley, sons of the Willis Hadleys. 39 Paul Victor von Gontard, son of Gussie's cousin, Adalbert von Gontard. 40 Mrs. Paul Victor von Gontard. 41 Mrs. Paul T. von Gontard, daughter-in-law of Mrs. Consuelo von Gontard. 42 Susie Seherr-Thoss, daughter of Herman L. Seherr-Thoss. 43 Paul T. von Gontard, son of Mrs. Consuelo von Gontard. 44 Herbert D. Condie III and 45 Parker Condie, grandnephews of Gussie. 46 Mrs. Adolph von Gontard. 47 Adolph von Gontard, son of Consuelo von Gontard. 48 Lawrence Condie, grandnephew of Gussie. 49 Herbert Condie Jr. 50 Mrs. Herbert Condie Jr., daughter of Gussie's late brother, Adolphus Busch III. 51 Alice Condie, Gussie's grandniece.



BARONIAL BUSCHES CONTINUED

HANKERING FOR HORSES

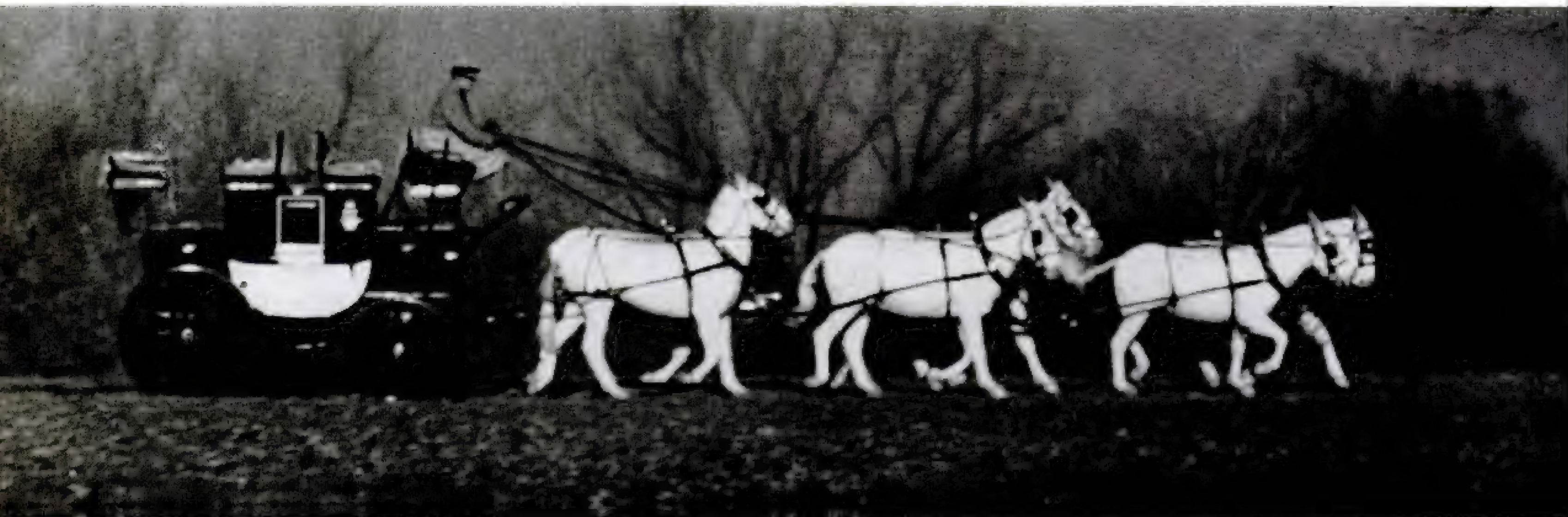
Adolphus Busch loved fine horses, and his son and grandson have shared that love. At Grant's Farm, August I built the Bauernhof, an exquisite copy of a German farm home and barn, to stable his horses and to house the collection of carriages Adolphus had begun.

Today the Busch stables include such fine hunters and jumpers as Miss Budweiser, who competed with the U.S. equestrian team at the 1952 Olympics, and Tarahumara, who competed with the Mexican team. There are also matched hackney horses and a unique team of white mules. The mules, and some company-owned Clydesdales, show the horse-sense side of Businessman Gussie's love of teams: he uses them to help advertise the family brews.



CARRIAGE COLLECTION at the Bauernhof ranges from six three-ton coaches aligned at the rear

to gigs and donkey cart in front and a ladies' phaeton and French sailor wagon right behind fountain.



EXPERTLY MANIPULATING A TEAM OF SIX MATCHED WHITE MULES, GUSSIE BUSCH ROLLS THROUGH THE DEER PARK AT GRANT'S FARM ATOP A PONY COACH

LADIES' PHAETON moves briskly along driveway behind light bay hackneys with Trudy Busch at the reins and the coachman, in livery, sitting in back.



DONKEY CART is hitched up by Coachman Henry Gersman to give John and Karen Flanigan, children of Gussie's daughter Carlota, a ride around courtyard.





ROLLING THROUGH THE DEER PARK on a pleasant afternoon, Gussie, Trudy and Adolphus Busch IV ride a Vigilant coach drawn by four hackneys.

Seated primly behind them, wearing the derby but not the red coat and blue breeches which are *de rigueur* for this job, is brewery driver named Bob Ferguson.



TOAST TO THEIR MASTER AND MISTRESS is drunk in champagne at annual gathering of 20 Grant's Farm workers, who just received envelopes

containing their annual bonus. In dark jacket at left is Zoo Keeper Frank Parko and alongside him are stablemen, grounds keepers. Butler and cook are at right.



DANCING OUTDOORS at hunting lodge during annual "outing." Gussie and Trudy in peasant dress jig to German band with guest Dr. John C. Martz (left).

SOLIDARITY IN SCHLACHTFESTS

Too individualistic to find complete satisfaction in the social life of conservative St. Louis, which in turn sometimes finds the family too flamboyant for comfort, the Busches have created their own social whirl. August I established the Bridlespur Hunt Club but not, as a legend has it, because he was unable to join the St. Louis Country Club. The Bridlespur Ball, usually at Grant's Farm, is still an elaborate social event.

In the baronial tradition, the Busch social life centers largely around the family and celebrations like the holiday reunions, the annual gathering of the devoted staff and the *Schlachtfest*. The *Schlachtfest* is an ancient harvesttime German feast which the Busches make an exuberant day of sausage, dark beer and singing for family and close friends.

Gussie's sister Alice once tried to sum up how important the family was to them. "The family, the family," she wrote, "it gladdens you, it saddens you, sometimes you feel it maddens you. But strongest of all is the pride and love you have for it, for each one that belongs to it. . . ."





← **TOURING THE STABLES** in their formal dress, guests at the Bridlespur Hunt Club ball, held at Grant's Farm, inspect the Busch hunters and jumpers.

SINGING AT THE SCHLACHTFEST (*above*), Gussie sits with guest, Mrs. Charles Thomas, wearing chef's hat and apron which his male guests received.



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FREE COLOGNE STICKS PACKAGED IN HAWAIIAN STYLE

A matching cologne stick at no extra cost when you buy any of these 3 exotic fragrances!

SAVE \$1.75 ON CARA NOME

Buy 4-oz. cologne worth \$2.00. Get \$1.75 cologne stick free!



TOTAL
\$3.75 VALUE
NOW ONLY
\$2.00

SAVE \$2.00 ON SPRINGWOOD

Buy 4-oz. cologne worth \$2.50. Get \$2.00 cologne stick free!

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Buy 4-oz. cologne worth \$3.00. Get \$2.25 cologne stick free!

TOTAL
\$5.25 VALUE
NOW ONLY
\$3.00

FOUR FINE NEW PRODUCTS FROM CARA NOME

STAYS ON—STAYS CREAMY

MAKE-UP BASE IN LIQUID FORM

NEW CARA NOME PERMACREME "LANOLIN ENRICHED" LIPSTICK

Makes lips feel as young as they look! Stays on, stays moist. Nine exciting new shades in pinks, orange-reds, true-reds, and blue-reds. EACH **\$1.10**

NOW! BEAUTY IN A DROP

NEW CARA NOME LIQUID BLUSH 1/4 oz. \$1.10

Liquid rouge in three lovely shades.

NEW CARA NOME LIQUID FOUNDATION

Brings out natural glow of your skin. You can use it as make-up—or make-up base. Choice of 4 flattering shades. EACH **\$1.25**

SKIN BLEMISHES CONCEALED

NEW CARA NOME "PAT-A-WAY" STICK

Hides unsightly blemishes, shadows, lines, circles. EACH 4 natural shades. **\$1.50**

FOR A CLEARER COMPLEXION NEW CARA NOME LIQUID CLEANSER

A deep cleanser that instantly penetrates the grease and water content of pores and removes sub-surface dirt and makeup. Contains an antiseptic that helps destroy bacteria which tend to cause blemishes. Recommended for all types of skin.



6-oz. squeeze-bottle
\$1.50

SAVE MORE THAN HALF ON PERFUMES FOR THE WAHINE (WOMAN) SPRINGWOOD



1 dram
\$1.50
VALUE
NOW ONLY **69¢**

Delightfully fresh, floral-woody fragrance created by Cara Nome especially for discriminating women.

White Mink Perfume. Subtle as a side glance; sure as a wink! 1 dram, reg. \$2.50, now... **\$1.00**

TAKES MINUTES—LASTS MONTHS CARA NOME COLOR SHAMPOO 12 SHADES

\$1.25
EACH



As easy as shampooing—yet leaves lovely new, natural-looking color that lasts for months! If your hair is dull, graying or streaked, shampoo it now with Cara Nome Color Shampoo! Cara Nome Peroxide, 4 ounces... **25¢**

STAYS ON FOR HOURS CARA NOME FACE POWDER



\$1.25

Fine, smooth texture that spreads evenly, softly and lasts a long time before re-application is necessary. Comes in choice of lovely, natural shades—a hue to blend with every individual complexion tone.

FOR SILKY-SOFT CURLS CARA NOME NATURAL CURL HOME PERMANENT

EACH
\$1.50



"Neutralock" Neutralizer assures natural look from first day! 4 types: for Normal, Bleached or Dyed, Gray-to-White, and children's hair. Also, new Pin Curl Permanent.

STAY DAINTY ALL DAY CARA NOME CREAM DEODORANT



1 oz. **60¢**

Effectively checks perspiration from bath to bath! Soft, faintly scented cream that vanishes and is harmless to clothing. Big, 2-oz. Economy Jar, only... **\$1.00**

ITCHING, BURNING SKIN? REXALL GYPSY CREAM

8 oz. ONLY
69¢



Lotion for protective, soothing relief from sunburn and other minor skin irritations. Greaseless—can't stain clothes. Ointment, 4-oz. tube, only... **69¢**

EYES STING? REXALL EYELO

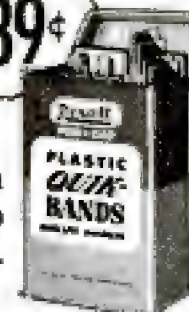
4 oz.
with eye cup
39¢



Cleanses and quickly soothes irritation caused by wind and dust, sun, or strong light. Large, economy 1/2-pt. size with eye cup. You save 9¢ at only **69¢**

STICK BETTER, STAY PUT LONGER REXALL PLASTIC QUICK-BANDS

Box of 33
ONLY **39¢**



Adhesive bandages made with Rexall's exclusive Pro-Cap formula tape—less irritating. Plain or mercurochrome.

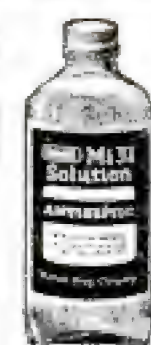
AEROSOLS FOR MANY HOUSEHOLD NEEDS FROM **98¢**



Elka's Air Refresher gets rid of cooking odors fast. 5 oz., only **98¢**
Elka's Ant & Roach Killer rids your home of pests. 10 oz., **\$1.19**
Elka's Rose & Plant Spray protects against insects. 12 oz., **\$1.69**
Elka's Non-DDT Insecticide kills flies, mosquitoes, etc. 12 oz., **\$1.59**
Elka's Moth Proofer. Kills larvae in minutes, yet protects for a full year! 12 ounce, only... **\$1.95**

FRESHEN BREATH REXALL Mi-31 ANTISEPTIC

Full
pint ONLY **79¢**



Famous amber-color mouthwash, gargle, and multi-purpose antiseptic.

6 MEDICALLY-APPROVED STYLES REXALL DELUXE TOOTHBRUSHES

Complete style choice in a variety of colors with Hyzon bristles. Two styles with natural bristles.

59¢
EACH

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FROM YOUR **Rexall Druggist** and **Ann Delafield** **REDUCING PLANS**

FACIAL TISSUES **FREE** WITH LUXURIOUS CARA NOME CREAMS

Get box of 300 soft, strong, Klenzo Facial Tissues with purchase of Cara Nome Cleansing Cream, Cold Cream or Special Dry Skin Cleansing Cream. All Cara Nome Creams are pure and mild—guaranteed safe for even the most delicate skin.

Choice of 3 creams EACH **\$1.25**



Win a free vacation—to the exotic Orient, or to beautiful Hawaii! Enter the Ann Delafield Reducing Plan Contest today—just 25 words to write. Ask your Rexall Druggist for complete details about entering.

THREE EXCITING VACATIONS FREE!

- 1st PRIZE** A two-week vacation for two in Japan. You'll stay at the Imperial Hotel in Tokyo and see 5 other interesting, exciting cities.
- 2nd and 3rd PRIZES** 6-day vacations for two in Hawaii. You'll stay at the Royal Hawaiian Hotel at Waikiki. Tours, thrills, surfing, sun, fun!

ANN DELAFIELD REDUCING PLAN FOR WOMEN. Lose up to 5 lbs. a week without strenuous exercising or dangerous drugs. Get Ann Delafield's big book of beauty secrets, plus a 30-day supply of appetite-reducing wafers and vitamins. Only..... **\$6.95**
Refill (without Beauty Book), only..... **\$5.95**

DELAFIELD REDUCING PLAN FOR MEN. Lose up to 5 lbs. a week. No starving, no over-exercising, no dangerous drugs. You get a booklet of instructions, plus a 10-day supply of appetite-reducing wafers and vitamins. Complete..... **\$3.50**
Refill (without instruction booklet), **\$2.50**

NOW 50% OFF TO INTRODUCE NEW

CARA NOME PROFESSIONAL-SIZE CREAM SHAMPOO

Pay just half-price for your first bottle of this new, luxurious all-purpose shampoo! Ideal for the whole family, for it effectively cleans all hair types—oily, dry, normal, dyed and bleached! Rinses out easily, thoroughly; leaves hair radiant with natural highlights! And it can be used before and after home permanents. Lathers well in hard or soft water.



12 oz. **\$2.00 Value** NOW ONLY **98¢**

Soften Hands

CARA NOME LIQUID LANOLIN COMPOUND



4-oz. bottle **\$1.50**

Helps replace natural oils to rough, dry skin.

Keep Curls Neat

CARA NOME SPRAY HAIR NET WITH LANOLIN



\$1.25

Controls hair—even in damp, rainy weather!

Rexall Epothricin First Aid Cream. Protects cuts and scratches. Doesn't sting. Antibiotic—inhibits many bacteria. 1 oz. . . **79¢**

Rexall Triple-Action Cough Syrup. Penetrates, stops the tickle, and relaxes cough reflex. Non-narcotic, 4 oz., only..... **98¢**

Rexall Children's Cough Syrup. Like above, but child's formula. 3 oz., only..... **79¢**

Rexall Nasothricin Nasal Spray. Antibiotic. Plastic squeeze-bottle, 1/2 oz. **89¢**

Cara Nome Silicone Formula Hand Lotion. Invisible glove guards hands. 3 oz., **\$1**

Cara Nome Hand Cream. Keeps hands soft and lovely. 3 oz. **\$1.25**; 6 3/4 oz. **\$2.50**

Cara Nome Make-Up Stick. Non-greasy foundation. Choice of 5 shades. Each, **\$1.50**

Fungi-Rex for Athlete's Foot. Relieves itching discomfort. Greaseless. 1 1/2 oz., **75¢**

Rexall Klenzo Antiseptic Mouthwash. Ruby-red, pleasant-tasting. Full pt., only **79¢**

Rexall Orophricin Mouthwash. Antibiotic—inhibits many bacteria. 1/2 pint, only..... **98¢**

Rexall Motion Sickness Tablets. Avoid queasiness when traveling. 12, only..... **89¢**

Rexall Children's Aspirin. Don't guess! Guaranteed 1-gr. dosage. Bottle of 50.... **35¢**

Glycerin Suppositories for Constipation. Relieve promptly. Adult or Infant. 12, **43¢**

Rexall Rubbing Alcohol. An excellent, non-irritating compound for quick relief from minor muscular aches. Full pint. . **69¢**

Rexall Monacet APC for Colds. Proven combination of aspirin, phenacetin, and caffeine for quick, prolonged relief of symptoms, discomfort. Bottle of 100, only..... **79¢**

Stag Shaving Cream. Choose Bay Rum, brushless or mentholated. Each, only.... **50¢**

Stag Hair Oil. 3-oz. bottle, only..... **40¢**

Stag After-Shave Lotion gives brisk, cool and refreshing relief from annoying after-shave "burn." Has a pleasant, masculine fragrance that men like. 3 oz., only..... **60¢**

Stag Cream Hair Tonic keeps hair in place without that "plastered down" look. Contains lanolin to replace natural hair oils, and to help control loose dandruff. Big, 3-ounce bottle, only..... **43¢**

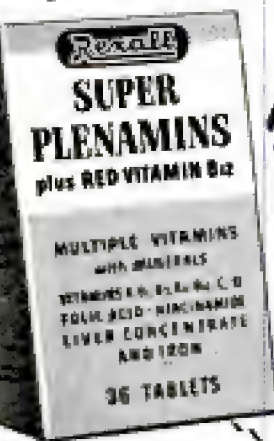
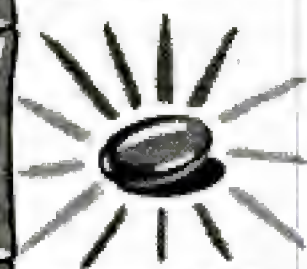
Rexall Quik-Snips. Junior size adhesive bandages. For small cuts. 36, only..... **39¢**

Rexall Cotton Balls. Box of 65, only..... **39¢**

These suggested retail prices are effective through May 31st, 1955, and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Items, prices and dates may vary in Canada. Rexall Drug Company, Los Angeles 54, California.

11 VITAMINS & 12 MINERALS IN ONE TABLET

New REXALL SUPER PLENAMINS



5-wk. supply of 36 tablets only **\$2.59**

One tablet supplies more than your minimum daily requirement of all vitamins for which minimums have been set—plus vitamin B12, folic acid, true liver concentrate, and 12 important minerals—including calcium, phosphorous, and 1 1/2 times your daily iron and iodine requirement! No other leading brand gives you more minerals! Rexall's exclusive process of coating the ingredients permits the blending of vitamins and minerals. Process also guards, guarantees potency.

10-Wk. Supply of 72 Tablets, **\$4.79**
20-Wk. Supply of 144 Tablets, **\$7.95**

Cape Cod Vacuum Bottle, Now you can save 40%! Big quart bottle keeps liquids hot or cold. Reg. \$2.39, now only..... **\$1.99**

Wide-Mouth Vacuum Bottle, Cut 70%! Big Cape Cod quart bottle for foods and liquids. Reg. \$3.19, now only... **\$2.49**

"Big Value" Writing Paper, Big, 125-sheet pack of quality white-wave writing paper. 39¢ value, now save at.... **33¢**

"Big Value" Envelopes, Match "Big Value" paper. Giant pack of 100 envelopes, 3 1/2" x 6 1/2" size. 39¢ value, now only... **33¢**

SAVE 55¢

2 bottles of 200 regularly \$1.74 NOW **\$1.19** ONLY

REXALL ASPIRIN



No finer, faster-acting aspirin made—at any price! And every tablet is guaranteed to contain five full grains of aspirin—so you're assured fast, effective relief every time, from the symptoms and discomforts of common colds, and from minor aches and pains. Stock up now and save!

HEARTBURN? BELCHING? FAST 4-WAY RELAY RELIEF

REXALL BISMA-REX

4 1/2 oz. ONLY **89¢**

Quickly neutralizes excess gastric acidity, assists in removing excess gas, soothes irritated lining, and relieves heartburn due to acid-upset stomach.

Physician's size. 1 lb., only..... **\$2.09**
Gel. Liquid form. 1/2 pint, only.... **\$1.19**
Mates. Tablets. Bottle of 75, only... **89¢**



You can depend on any drug product that bears the name Rexall

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EARLY RED INDOCTRINATION of Singapore teen-agers pays off in campaign for loyalty of overseas Chinese. Above: Communist-led students protest draft

law, hide faces from camera when stopped by police. On day Lin Yutang left Singapore an anti-Communist student leader was shot dead in a busy street.

HOW A CITADEL FOR FREEDOM WAS DESTROYED BY THE REDS

Famous Chinese scholar now exposes the Peking-directed terrorism that wrecked Nanyang University

by LIN YUTANG

I HAVE withheld until now the full story of my resignation on April 1 as chancellor of Nanyang University at Singapore for the simple reason that publication of this article before I left Malaya would have exposed me and my family to assassination by Communist gunmen. As it was, we lived for weeks in Singapore under special British police protection, before and after I resigned.

I was forced to resign, and Nanyang was destroyed as a free institution, by direct Communist sabotage, arrogantly carried out within the shadow of the British land, air and sea headquarters for the Far East. I was an obstacle in the path of a monstrous conspiracy directed from Peking to capture the minds of all 12.5 million of the overseas Chinese scattered through southeast Asia. Like an invisible octopus this conspiracy already threatens to make Singapore as helpless today against subversion as it was in 1942 against Japan's surprise overland attack.

It is characteristic of the befuddled, disorganized nature of men of goodwill in this part of the world that Nanyang could have been a citadel of resistance to Peking's manipulations—and then was abandoned before the fight was fairly begun, even before its first class could be called to order.

The overseas Chinese have always had a difficult position among the other Asian races. They work hard and often amass fortunes and power which in turn lead to hatred and persecution. More important, they are a people of divided loyalties, of which the one to the fatherland of China is always uppermost. For decades they have sent their children to China to be educated and to preserve, on their return, their Chinese language and culture in their adopted domiciles.

Communist China has shrewdly encouraged this tradition, tempting students from abroad with glowing promises of free education. "Bring only the clothes you wear," says Peking's propaganda. "We will

provide everything else." Thousands of young people from all over southeast Asia answered the call, but it soon became apparent that things had changed. The students never came back. They were subjected to intense Communist indoctrination, converted into young fanatics who dreamed only of returning to their overseas homes with rifles, as conquerors.

The leaders of the Chinese community in Singapore (80% of the city's population of 1.2 million) were profoundly disturbed by this, partly because they objected to the political indoctrination of their children, mainly because their children failed to return. The average overseas Chinese is indifferent to politics as long as he can continue to work and prosper, but he is intensely loyal to the Confucian traditions of family continuity. Peking confronted him now with the choice of losing his children or of accepting the gradual disintegration of Chinese culture among his descendants.

The solution was obvious: creation of a Chinese university outside of China. Early in 1953 the leaders of the Singapore community banded together to organize Nanyang (meaning "South Seas," the Chinese term generally used for southeast Asia) University. The British initially opposed the idea for fear it would aggravate the racial friction between Chinese and Malays which the Communists have exploited in the Malayan rebellion. But the Chinese persisted; the British gave in and have since followed a hands-off policy.

In May 1953 Nanyang University was formally incorporated, headed by an executive council of nine members, also known as trustees, but controlled by committees of wealthy Chinese businessmen in the nine states of the Malayan Federation, Sarawak and Singapore. The Singapore committee of 60 members is by far the most important of these and in fact dominates the university's affairs. In January 1954 an emissary came to my home in Riverdale, N.Y.—I was then acting



DR. LIN THANKS YOUNGSTERS WHO CAME TO SEE HIM OFF AT SINGAPORE AIRPORT

Harassed and finally defeated by Red machinations in his attempt to establish a non-Communist university for the 12.5 million Chinese who live in southeast Asia, Lin Yutang said his goodbys in Singapore two weeks ago and departed for the West so that this article could be published without endangering his life. A teacher, government official and magazine editor in China, Dr. Lin is best

known in this country as the author of a very successful book of popular philosophy, *The Importance of Living*, and a book on China, *My Country and My People*. He has also been a teacher and lecturer in the U.S., head of the Arts and Letters Division of UNESCO and, before accepting his ill-fated chancellorship of Nanyang University, an adviser to the Chinese delegation to the U.N.



Feeling like a dying swan-
"Innards" sluggish, sad and wan?



To be a happy lark you oughter
Start the day with lemon in water!

KEEP REGULAR THE HEALTHFUL WAY:



Fresh Juice
of 1 Lemon



In Glass
of Water



First Thing
on Arising

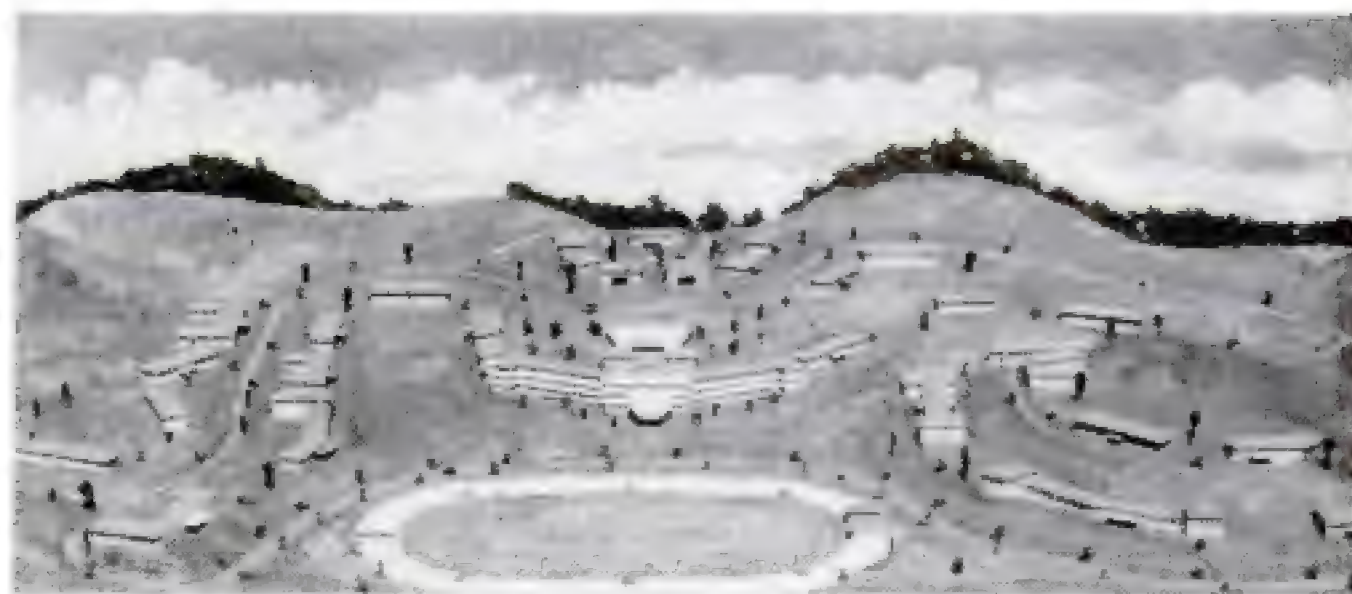
Most people find fresh lemon juice in water—taken first thing on arising—overcomes sluggishness and insures prompt, normal elimination.

This simple, natural fruit drink is not a harsh laxative, not a drug. It's good for you. Doctors emphasize that fresh lemons—fresh from sunny groves in California and Arizona—are among the richest-known sources of vitamin C, and

provide B₁ and the *bioflavonoids*. They alkalinize, aid digestion, help prevent colds and infections.

So keep right and bright with lemon and water. Not too sharp or too sour, it has just enough tang to be refreshing; clears the mouth, wakes you up. Try it ten days; give it time to establish regularity for you. And always buy Sunkist Lemons—finest and juiciest grown.

Sunkist



AMBITIOUS PLAN for Nanyang University, shown in an architect's model, has been consistently hampered by graft and inefficiency, says Dr. Lin.

WRECK OF A UNIVERSITY CONTINUED

as adviser to the Chinese delegation to the United Nations—and invited me to be chancellor.

Seldom has a man been offered a more exciting mission. I saw at once that Nanyang could perform a service of incalculable value to the free world as a block to Communist penetration of southeast Asia. But I saw, too, that the men behind the project were as naively ignorant of its implications as they were honest and sincere in their intentions.

Of these men by far the most important, and typical, was Tan Lark-sye, chairman of the executive council and long the acknowledged leader of Singapore's Chinese community. A rough, hard-faced man of 60, Tan is at once one of the smartest businessmen in Asia, a onetime rubber tapper who is still almost illiterate and a rather pitiful symbol of the dilemma of the overseas Chinese.

Long one of Malaya's richest men, Tan made a killing after the Japanese collapse in 1945 through a series of shrewd maneuvers which gave him control of vast stockpiles of rubber all through southeast Asia. Tan has been getting richer ever since. During the Korean war he made a reported \$13.3 million in rubber sales to the U.S. and acquired such power that one authority in this field recently asserted, "He probably influences the market now nearly as much as any government."

Politics bending with the breezes

LIKE most overseas Chinese, Tan lets his politics bend with the breezes. He apparently sees no evil in the Chinese Communists. In 1950 he was chairman of an elaborate "1,000-guest dinner" in Singapore to observe the Communist victory in China and to toast British recognition of the new regime. On the other hand, he was a major voice in my selection as chancellor of Nanyang, showing complete indifference to my known pro-Nationalist views. Tan's objective, I think, is simply to stay out of trouble with the politicians and thus stay in business.

In February 1954 he wrote to me, "If we do not take steps to preserve our culture now, 10 years from now we may find that the education of our people here will be on shaky ground. Twenty or 30 years from now our language and literature may perish. In 40 or 50 years perhaps we shall no longer call ourselves Chinese." I was certain then, as I am today, that this was his sole motive in promoting Nanyang. I am equally sure that it never occurred to Tan or many of his colleagues that there might be political repercussions.

Accordingly I insisted on a set of specific guarantees: that I would have "sole" executive responsibility; also, that the university was to have "a strictly pure and nonpolitical goal," that its staff would enjoy absolute freedom of thought and that Nanyang should be "a first-class university both spiritually and materially." To achieve this I asked for a minimum endowment of \$3.3 million to be raised by the end of 1954, with a second \$3.3 million by the end of 1955. "Better to have a fainting fit now," I wrote, "than perpetual headaches later on."

In the name of the executive council Tan agreed to all of this, promised "to sacrifice all my fortune if necessary" and pledged an immediate \$1.7 million as his own contribution. He was so anxious for Nanyang to make face that he insisted I live in a house and use an automobile at least as big, if not bigger, than those of the chancellor of the British-run University of Malaya. By early 1954 Tan advised that \$4 million had been pledged already. On May 3, 1954 I accepted the post of chancellor.

During the same month bulldozers broke the first ground for the university plant on a lovely 560-acre site at the western tip of the Island of Singapore overlooking the sea. In the U.S. and Britain I

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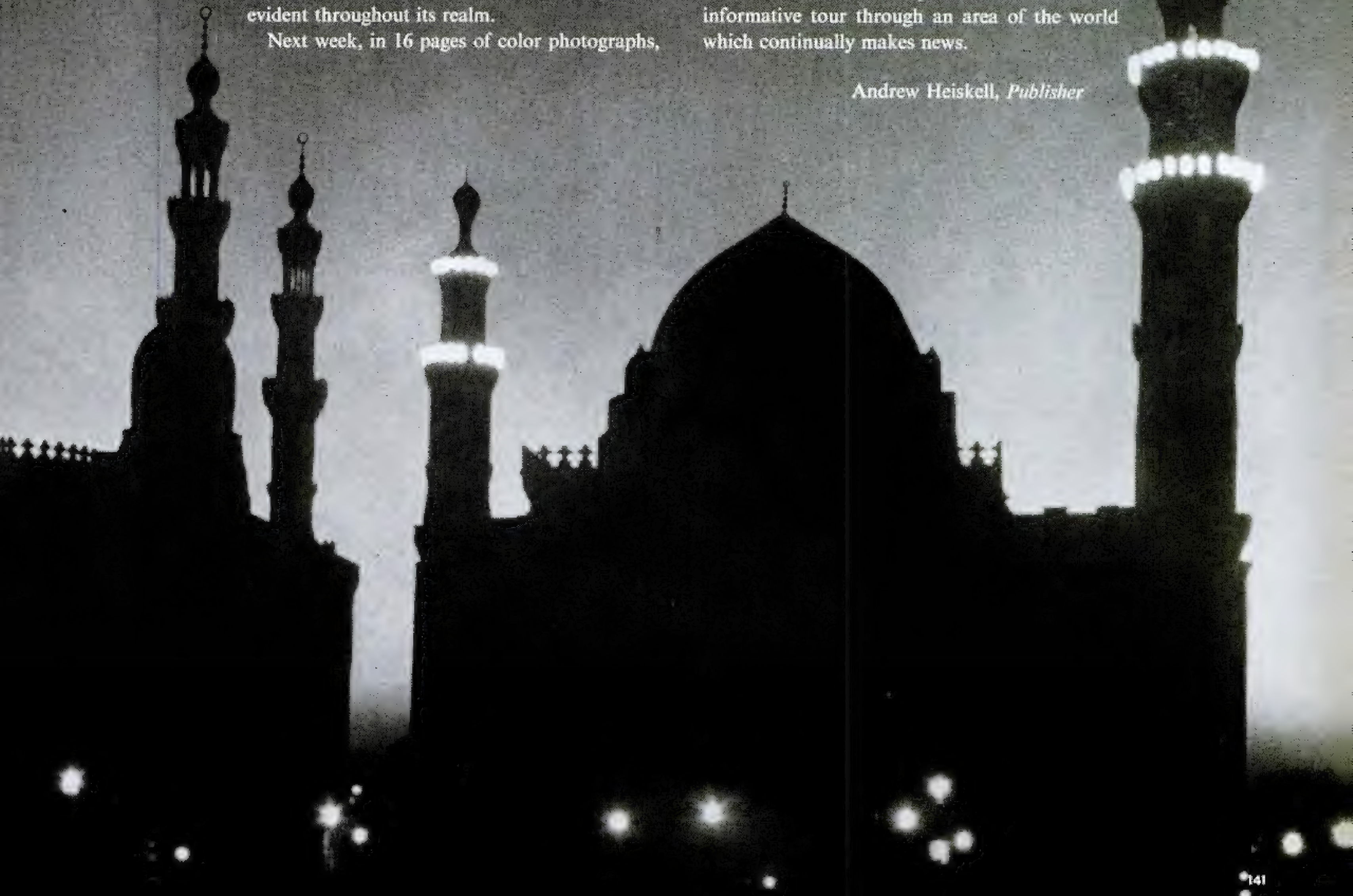
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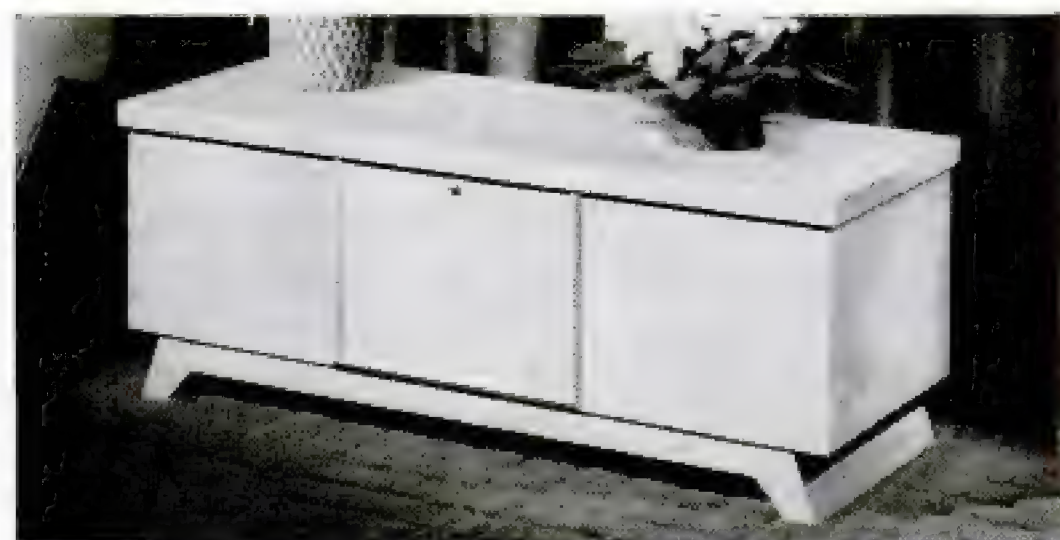
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CEREMONIAL GROUND BREAKING at the Nanyang site was performed in May 1954 by Tan Lark-sye, the main backer of the university, who originally asked Dr. Lin to head the institution, later turned against him.

WRECK OF A UNIVERSITY CONTINUED

began recruiting a faculty of the finest educators I could find. On Oct. 2, 1954 I arrived in Singapore with my family, moving into a bungalow provided for me as temporary accommodations.

Trouble began almost immediately. There was trouble about building arrangements. I heard authenticated stories about graft in ground-building materials contracts and it was clear that the bulldozers were doing unnecessary work to add to the profits. I discovered that the trustees, in violation of their pledge to consult me on such matters, had approved a design and begun work on a library, a monstrosity with poor lighting and deplorably little space for books. Similarly they started a building for the college of sciences without consulting the dean of the college.

More ominous, the political atmosphere was already bad. Some of the trustees rebuked me because my letters from New York had been dated "43rd Year of the Chinese Republic," i.e. of the government now seated in Formosa. I was subjected to severe criticism because the foreign press had quoted me as saying I had come to Singapore to establish an "anti-Communist" university—an inaccuracy since I had talked only of a free university, a university where a man could think for himself and freely make up his own mind on political issues.

At the same time a sly campaign against me began to develop in Singapore's Communist-backed "mosquito press," a collection of irregularly published, Chinese-language newspapers tolerated by the British as long as they keep off the war in Malaya. I was accused of wasting the university's money, of being an American agent and even of having only a poor command of English.

By last December it was clear that these harassments were more than coincidence. The word was already circulating around the colony. Peking had sensed the potential force for freedom that Nanyang University could become with a man at its head who could not be controlled. Less than two months after my arrival Peking had commanded: Lin Yutang must go.

The apparatus of sabotage had been abuilding since 1951. In that year the Central Committee of the Malayan Communist party

CONTINUED ON PAGE 145



A HOPEFUL START was made on the 560-acre project under banner heralding "Nanyang University campus ground-breaking ceremony." But Lin's disillusionment soon began when he suspected some contractors of dishonesty.

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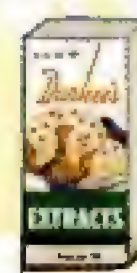
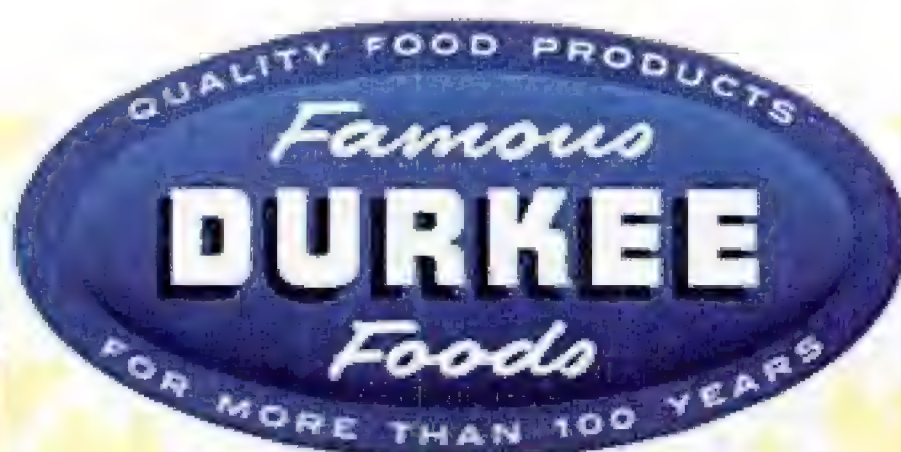
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WRECK OF A UNIVERSITY CONTINUED

decided that the armed rebellion had failed and should be eased off, that the main effort should be directed instead toward infiltration of legitimate organizations, especially labor unions and the schools. Among the unions the policy has been relatively unsuccessful. Among the 87,000 students in Singapore's Chinese schools, which are privately supported and thus difficult for the British to control, the degree of success has been frightening, almost unbelievable, especially among the 10,000 students aged 13 to 18 in the Chinese middle schools.

Some 60 hard-core Communist teen-agers, perhaps a half dozen in each school, were all it took for the job. Working secretly, they first persuaded or terrorized the students, then their parents (with threats of bricks through shop windows, for example), then the teachers. When the British banned student organizations, they resorted to "reading circles," social functions and picnics at which youngsters were taught the Communist *yang-ko* dance. They even circulated a handwritten newspaper called *Tzu Yu Pao* (Freedom Press), raised funds with campaigns "to help poor students." Eventually they won such absolute control that teachers found themselves being kicked out of their classrooms for suddenly called student "meetings." On one occasion when a woman principal resisted, the students threw sulphuric acid in her face, disfiguring her permanently.

On May 13, 1954, to protest a mild military draft imposed by the British, thousands of students gathered silently in midtown Singapore. They bore relentlessly down on police lines until they were broken up by fire hoses which had to be turned on teen-age girls whom the student leaders had placed in the front rows. The British later discovered documents proving that a student had been assigned to assassinate the dean and headmaster of one of the colony's largest schools during the demonstration but had lost his nerve. The dean volunteered to stick to his job but only if the school would insure his life for \$16,600. When this was refused, he resigned. The headmaster became a puppet of his own Communist-run students. In a similar situation a few years ago at Penang a headmaster was assassinated for refusing to give in.

Communist strong-arm gangs

AFTER the May disorders the British belatedly tried to gain control of the Chinese schools by offering them an annual subsidy of \$4 million, which would have meant a big saving for the Chinese parents supporting the schools. The tightly disciplined students went quickly to work. Petitions, often signed by almost 100% of the student bodies in the various schools, were sent to the newspapers attacking the proposal as a scheme "to destroy Chinese culture." Student "delegations" (read strong-arm gangs) visited parents, teachers, headmasters to intimidate them into silence.

One student group paid a rather weird visit to me during the campaign against the subsidy. At half past ten one night a group of young boys and girls came to my house and spoke to my daughter. They said they had a letter on the subsidy to deliver to the chancellor. Who were they? my daughter asked. None would give his name. The letter was unsigned. I was asleep upstairs at the time. The next morning the letter was published in the papers, with the information that "Chancellor Lin refused to see the delegation."

Terrorism triumphed and the Chinese refused the subsidy. In open defiance of the British the Communists retained such tight control of the schools that they were able to turn out 96% of the 10,000 middle schools students for a strike aimed at intimidating the voters before the Singapore elections on April 2. Student agitation—terrorism, pressures on parents, routine doorbell-ringing—was a major factor in giving the Communist-supported People's Action party victories in three of the four seats it contested, in one case by an unparalleled 78% of the vote.

In the Nanyang affair the Communists had no students to work on—though I shudder to think of our troubles if our classrooms had ever opened—but their success in the Chinese schools was directly related to their success against me. In winning control of the schools they had defeated the same men who were now backing Nanyang. Tan Lark-sye and his family, for example, are trustees of at least three of the schools involved in the subsidy controversy. Since he had failed for years to stand up against Communist teen-agers, it would hardly be surprising if he now failed to defend Nanyang. When the crisis over my position began, Tan had long since been softened.

The exact details of the Communist campaign against me will probably never be known outside the intrigue-ridden hierarchy of Singapore's Chinese community. The Communists worked through

CONTINUED ON NEXT PAGE

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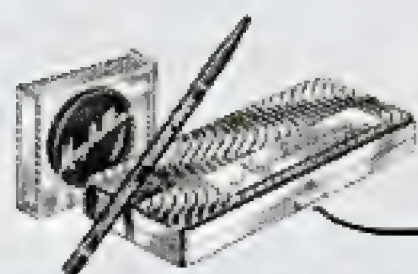


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A BEHIND-THE-SCENES POWER in Dr. Lin's ouster, millionaire trader Lee Kong-chian cheerfully accepts some champagne in Singapore restaurant.

WRECK OF A UNIVERSITY CONTINUED

dupes within dupes within dupes. But the basic principle was plain enough and familiar. They worked on the neutrals and pro-Nationalist members of the Singapore committee for the university. They played on the fear of an eventual Communist victory in southeast Asia, which has vastly increased since Dienbienphu. They evoked fear of personal injury, fear of business reprisals, fear of being on the wrong side when the issue was settled. Secondly, they used bribery and worked on family ties.

It soon became inescapably clear that one man was the key instrument of Peking's policy. This was a charming, intelligent, ruthless and utterly cynical businessman named Lee Kong-chian, 66, whom I have known for years, including a period during World War II when he lived in New York. Lee, like Tan Lark-sye, made a killing in the chaotic period that followed the Japanese collapse in Malaya. But where Tan's operations since then have been generally legitimate, Lee has played some interesting-hide-and-seek.

Lee made an enormous fortune from the world scramble for rubber during the Korean war; some estimates run as high as \$27 million. A good portion of this came from sales in Communist markets, perhaps as much as 200,000 tons, before the United Nations embargo on export of strategic materials to Communist China and North Korea was imposed in 1951. It is known for a fact only that he is one of the richest men in Malaya and it has been estimated that he controls an eighth of the world's total trade in natural rubber.

From Singapore to Peking

BOTH Lee Kong-chian and Tan Lark-sye are linked closely with a third key figure: Tan Kah-kee, a onetime Singapore businessman with pronounced Communist sympathies who left the colony in 1948. Tan Lark-sye is a native of the same village as Tan Kah-kee and a business protégé of Tan Kah-kee. Lee Kong-chian is Tan Kah-kee's son-in-law. In Chinese affairs ties like this are enormously important. When Tan Kah-kee left Singapore in 1948, he went to Peking where today he is connected with the Overseas Chinese Affairs Commission, the agency charged with subverting the overseas Chinese.

When Nanyang University was first proposed in 1953, Lee opposed the idea. For all his wealth, he refused to contribute, offering only to put up 10% of whatever sum had been collected by the end of 1957, when we presumably would no longer need it. He stayed conspicuously aloof as the project got under way without him. Then, suddenly, toward the end of 1954, he became very much interested. His family newspaper, the *Nanyang Siang Pao*, which is Singapore's largest Chinese paper, suggested bluntly that he should be made a member of the executive council. From the outset Lee's single clear objective was to have me fired.

In the morass of intrigue that obscured this affair several local papers, both rightist and leftist, published the news that Lee's sudden action followed at least one letter from Tan Kah-kee in Peking, demanding my ouster. Several trustees admitted the same to me and said other letters were sent to a cover address, the I-Ho-Hien club, a pro-Communist social organization adorned with a portrait

CONTINUED ON PAGE 148

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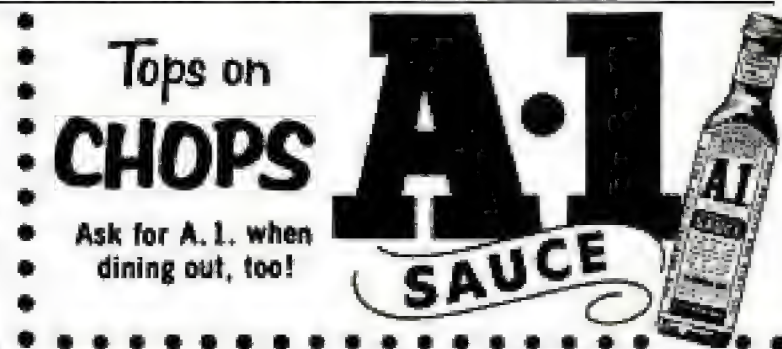


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CHIEF MANIPULATOR in the effort to sabotage Dr. Lin was Tan Kah-kee, onetime Singapore businessman who is now a Red Chinese official. Here (dark suit) he returns to Singapore on a 1950 visit from Communist China.

WRECK OF A UNIVERSITY CONTINUED

of Mao Tse-tung. The middleman who received them is said to have been an influential trustee and close collaborator of Tan Lark-sye with pro-Communist views so strong that he has been heard to suggest that "Chiang Kai-shek should be captured alive and slaughtered on an altar as a sacrifice to the suffering masses of China."

When the order came, why did Lee Kong-chian, one of the most powerful men in southeast Asia in his own right, jump to obey? Again, nobody knows for sure. It is unlikely that he is a disciplined Communist. The best guess is that he was influenced by a combination of family loyalty to Tan Kah-kee, by his shadowy foreign business ties and most of all by an apparent conviction that Singapore will eventually be overrun by Communism, making it smart to collaborate now and perhaps save his fortune later. In any case, from December on, almost every move against me could be traced back to Lee Kong-chian.

Behind the scenes Lee and his men, who included several members of the Singapore committee for the university, worked intensely on Tan Lark-sye and other key trustees to turn them against me. More and more of them became cool toward me. Contributions to the university dwindled; they were no longer fashionable among businessmen who knew who was boss. At the end of the year only \$1.3 million had been collected instead of the promised \$3.3 million, and almost half of this came from campaigns among the poorest elements of the colony, trishaw peddlers, hairdressers, street hawkers, shop apprentices. Instead of the \$1.6 million he had promised, Tan Lark-sye himself had produced only \$400,000. Other prominent businessmen, including the president of the Chinese Chamber of Commerce, refused to honor any part of their pledges.

A private police telephone number

THE mosquito newspapers redoubled their attacks on me. One went to the fantastic extreme of publishing a photograph of a man with features similar to mine, over a caption describing him as "Lin Yutang's brother, an opium-addicted undertaker." I received an anonymous letter threatening my life unless I resigned as chancellor. On friends' advice I moved my family from the bungalow to an apartment for greater safety. For weeks thereafter I was accompanied by a plain-clothes police bodyguard provided by the British whenever I went out, even to the movies. I memorized a private police telephone number that I was to call at the slightest suspicion of trouble.

As is always the case in a Communist maneuver, the real objection to Lin Yutang—my determination to make Nanyang a truly free university—was never mentioned. Instead the showdown was forced on a phony issue, my proposed budget for 1955, which was scheduled to be discussed at a meeting of the Singapore committee on Feb. 17. Sometime before then, Tan Lark-sye, bending as always with the pressures, gave in to Lee Kong-chian and agreed in effect to destroy the university he had wanted so earnestly to create. The meeting, from which I was specifically barred, was run

CONTINUED ON PAGE 153



Slight disagreement between Moss Hart and Bennett Cerf

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LIN'S FACULTY CHOICES, leading scholars from throughout free world, have mostly resigned with him. From left are Professor Chi-yuen Wu, Dr. Lin, Professor P. Y. Hu, Dean of Arts S. L. Shiung, Professor C. M. Young.

WRECK OF A UNIVERSITY CONTINUED

off like a military drill. First Tan, as chairman, denounced my "extravagance." Then Lee's front men, among them his personal secretary, delivered a series of vitriolic speeches demanding my resignation.

In the three weeks of negotiations that followed, I was harried by a never-ending stream of new demands, including even an insistence that I revise the plans for the chairs in the classrooms. I cut the proposed budget to the barest minimum, from \$1.9 million to \$700,000. To prove my good faith I agreed to turn over complete responsibility for the design and construction of the university buildings to a committee of the trustees. I surrendered unconditionally on every point the negotiators raised. I even swallowed a public admission by Tan Lark-sye that his promise a year earlier to raise \$3.3 million by the end of 1954 was made simply because he wanted to send me "a nice letter" and that someone else had written it for him in any case; he had just signed it and thus was not responsible.

The last acts of the crisis were so typically, if ineptly, Communist that they could have been staged more appropriately in Peking. On March 11, though I had agreed to all their demands, the trustees suddenly and without explanation broke off the negotiations. There followed eight days of silence. Tan Lark-sye refused even to make an appointment with me. Then on March 19 the negotiators reappeared and solemnly presented a new demand: an immediate, detailed list of the titles and authors of the 90,000 books I had proposed to buy for the university library during 1955. This was followed two days later by a story under banner headlines in Lee Kong-chian's newspaper charging that I had made "an impossible demand ... to control [the university's] millions alone."

Four and a half-hours of diatribes

I WROTE a personal letter to Tan Lark-sye appealing to him to negotiate with me personally. It was never answered. Instead on March 25 Tan called another general meeting of the Singapore committee, from which I was again barred. It lasted four and a half hours and was devoted entirely to diatribes against me, including one by Tan himself which was written for him by one of Lee Kong-chian's assistants. The meeting had been called officially to consider my revised budget; the budget in fact was not even discussed. Seven days later I tendered the resignations of myself and all of the 11 faculty members who had arrived in Singapore.

Bitterness turned to sweetness overnight. Tan Lark-sye personally contributed the total cost of our separation pay, \$100,000. After the resignations were formally announced on April 6, Lee Kong-chian's newspaper published an item reporting: "Since the resignation of Lin Yutang, funds of Nanyang University, which had stopped after his arrival, have begun to pour in again. Mr. So-and-so of Ipoh has contributed two dollars."

Was it a mistake to resign, or a breach of faith with my friends in the free world who urged me to fight it out? I think not. I held out through 50 days of frustrating, humiliating, hopeless

CONTINUED ON NEXT PAGE



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WRECK OF A UNIVERSITY CONTINUED

negotiations. It was evident that I had to resign unless I abandoned everything I stand for. To use a military phrase, the position was untenable, and the world apparently thought that the forces committed, myself and my staff, were expendable. In sober common sense I ordered the retreat.

Even more soberly I now claim the right to ask: Does the free world also consider the 800,000 Chinese of Singapore to be expendable and the 12.5 million throughout all southeast Asia? To put it bluntly, is southeast Asia itself expendable?

The British have done extraordinarily well in Singapore, under impossible conditions, but there are obvious additional steps they could take now. The 60 Communist students who have terrorized the schools, for example, are known by name to the British authorities; under the Colony's Emergency Regulations they could be deported forthwith. Similarly there is more than enough evidence available to deport men like Lee Kong-chian as undesirable.

New orders from Peking

WILL the British now permit Nanyang University to be turned over to a Communist stooge, or a man too weak to resist when the strings are pulled in Peking? Certainly the British know what use the Communists would make of Nanyang, for it is generally known that Peking has ordered its overseas followers to stay where they are and infiltrate their local schools rather than go back to the mainland to study.

If the British allow Nanyang to become a Communist tool to produce indoctrinated voters in the very nerve center of Britain's whole Far Eastern position, the millions of pounds and thousands of lives they are spending to fight the Communists in Malaya might as well be dumped into the Strait of Malacca. To attempt coexistence with Communism in Singapore is a euphemism for surrender.

Unavoidably, however, all the steps open to the British in Singapore are essentially negative. The basic problem is to stop the dry rot of defeatism and apathy among the Chinese there; and somehow to encourage a will to fight for their own salvation among their leaders. The Chinese in Hong Kong have demonstrated that this is possible. An early patriotic swing toward Communism as a symbol of a new, strong, united China has been dramatically reversed, and the Chinese community in Hong Kong today is one of the most thoroughly anti-Communist Chinese populations in the world.

But Hong Kong is on the edge of China, where an intimate knowledge of the evil of Communism is inescapable. Singapore is remote, isolated in a fuzzy world between, on one side, a continuing war against Communist guerrillas which the British have failed to win and, on the other, the wavering, neutralist influence of Indonesia. To convince the Chinese in this part of the world that there is hope, the West must demonstrate with deeds, in its handling of such crises as Vietnam and Formosa, for example. It must show that Communism can and will be stopped, decisively. If it fails, Singapore and the rest of that corner of the world will surely continue to slip away toward oblivion.



COMMUNIST TARGET in southeast Asia, Dr. Lin points out, is the younger generation of the almost 12.5 million overseas Chinese like this group who took the six-hour entrance examinations for Nanyang University early in 1955.



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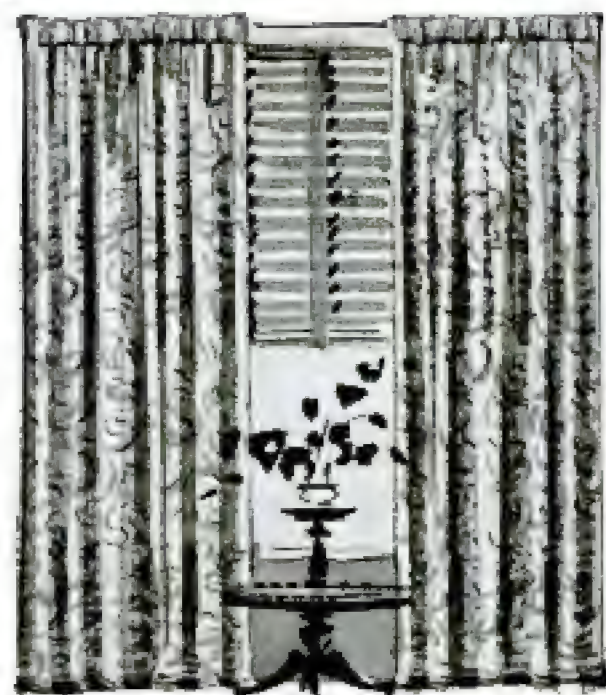


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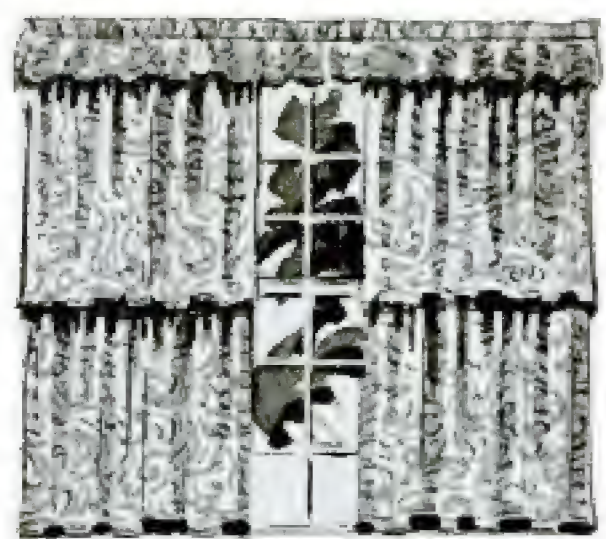
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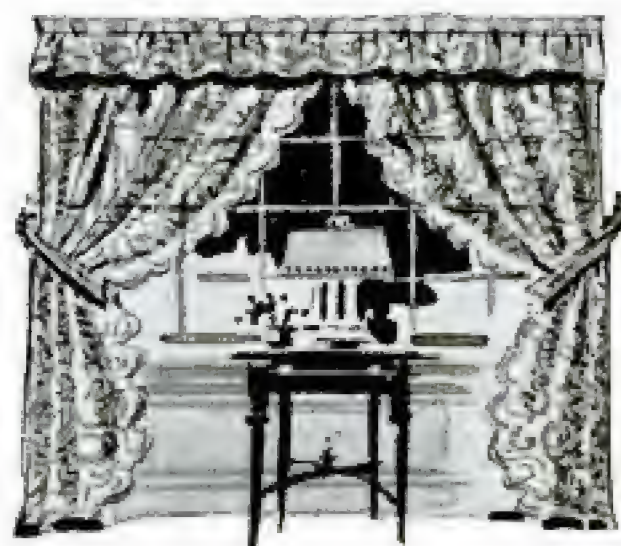
Be the first to have the new *Chalet* curtains for your home! See them *now* at all fine stores from coast to coast.



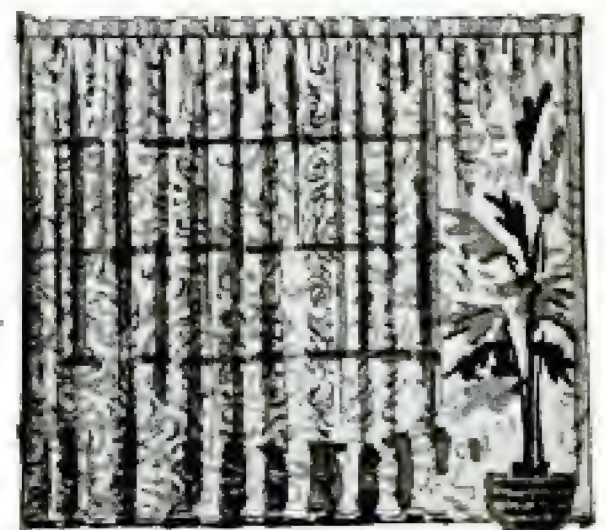
Crisp, tailored **PAIR CURTAINS**—come 72 or 90 inches wide to the pair; 63, 72, 81, 90 or 108 inches long. From \$6.95 the pair.



Charming **TIER CURTAINS**—to use singly or tier-on-tier. 72 inches full pair width; in 26, 30, 36 and 45 inch lengths—from \$4.95 the pair. Matching 90 inch **VALANCE**—\$3.50.



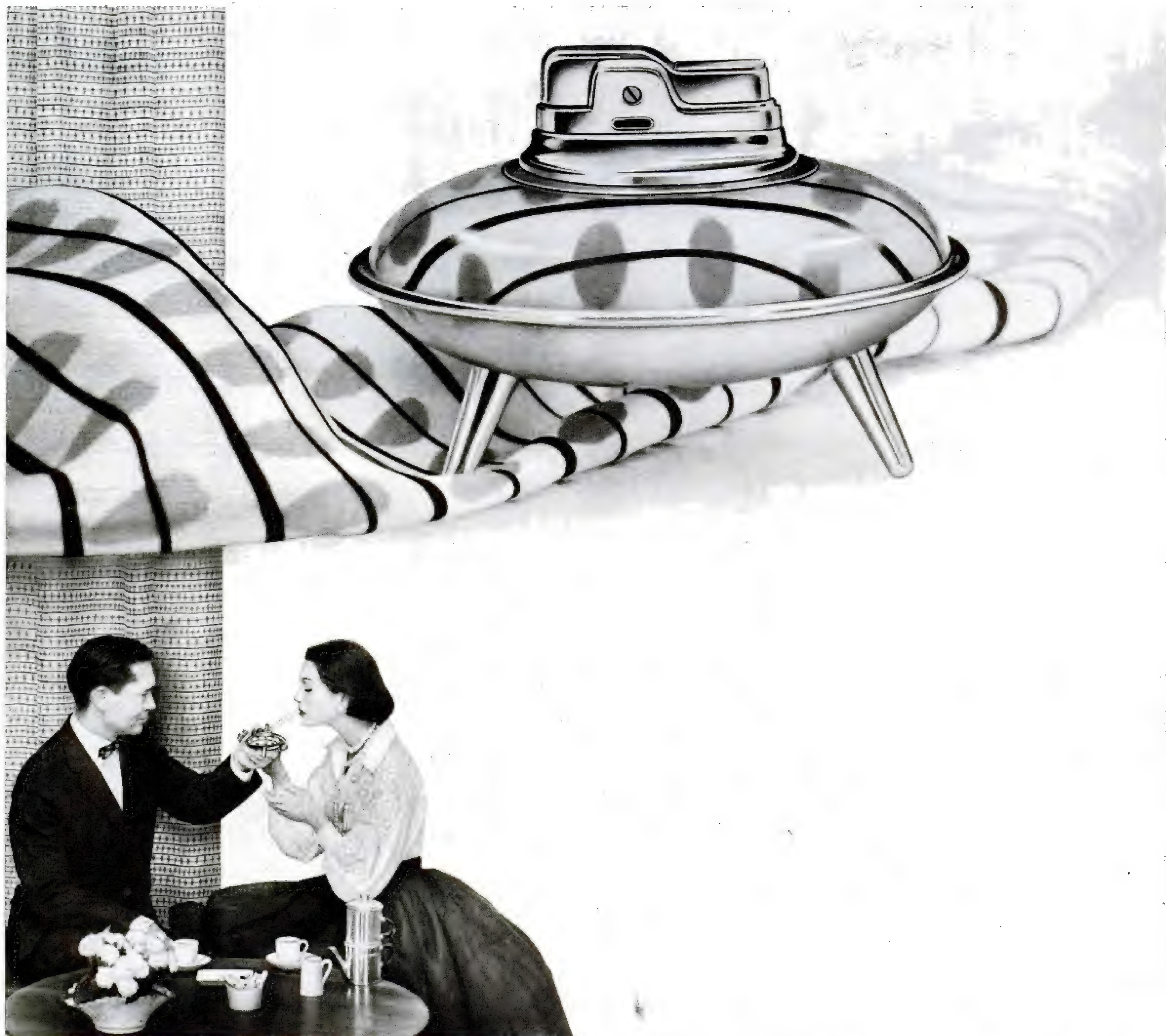
Dainty scalloped **SWISSETTE CURTAINS**—a full 90 inches wide to the pair; 63, 72, 81, 90 and 108 inches long. With matching tie-backs—from \$7.95 the pair.



Graceful **PANEL CURTAINS**—to hang straight and full. Each panel 45 or 60 inches wide; in 63, 72, 81, 90 and 108 inch lengths. From \$3.95 the panel.

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FIGHTING FOR JOB ON CORNELL CREW, DICK BUMP BENDS POWERFUL OAR AND STIRS UP SMALL MOUNTAIN OF WATER AS COXSWAIN JAY BOCK GIVES BEAT

PULLING A BIG OAR AT CORNELL

Overabundance of manpower gives the coach a pleasant problem and the crew top national ranking

Everybody who is following collegiate rowing this spring says that the fastest crew afloat is Cornell's, although nobody knows exactly who's on it. This month Dick Bump, pulling lustily at the stroke oar (*above*), had that position about sewed up. But after another furious intrasquad race on Cayuga Lake four members of the volatile varsity, including Bump, had been bumped out of No. 1 shell.

Cornell, with its championship freshman crew of last year coming of age, had so much rowing talent that Coach Harrison Sanford felt like a man with more money than pockets to stuff it in. "I won't decide who will row until just before the first race this week," said Sanford, knowing that he had to put his best oars forward against Navy, which has not lost an eight-oared race since 1951.



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FROTHY PUDDLE left by Dick Bump as he releases oar is magnified by camera snapped at water level. Most important oar in boat, stroke is responsible



BLANKET FINISH in front of boathouse finds No. 3 Cornell shell (background) beating No. 2 and varsity (nearest camera) in close intrasquad race.





for picking up beat from the coxswain and passing it along to other oarsmen behind him. Cornell has three first-class strokes, almost equally good.



WINNING BOAT, decorated with rubber doll that a crewman found in boat-house, is hoisted gingerly from water. Shells are fragile and damage easily.



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Big Oar at Cornell CONTINUED



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CREW'S COACH, Harrison Sanford, chats with crew at lunch. Concerned about keeping oarsmen at their proper weight, he puts them on scales daily.



WORKING UNTIL DUSK, wet and tired crew goes through oarsmen's ritual of marching shell into the boathouse after practice. Workouts begin at 4:30.

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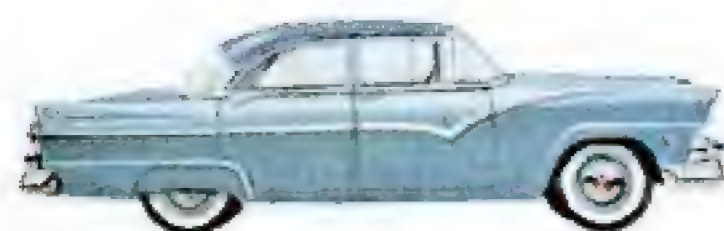
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From the moment you step inside a Ford, rich new beauty and comfort are evident everywhere. You note fresh new fabrics of exclusive pattern. And, you'll find sitting-room space to spare on gracefully contoured, sofa-wide seats. Why not consult your Ford Dealer today about the plan for *your* "living room" on wheels?



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SEE THUNDERBIRD STYLING

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The Fairlane Crown Victoria

Ribbed rose vinyl upholstery with white vinyl bolsters. And the arm rest in back folds down to give rear-seat passengers armchair comfort.



The Customline Tudor Sedan

There's generous modern-living-room dimension, a full wrap-around windshield, and welcome comfort in foam-rubber cushioned seats. Color-keyed interiors.

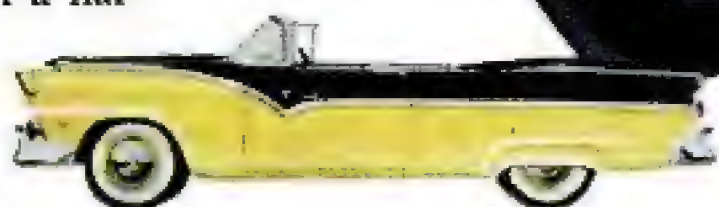


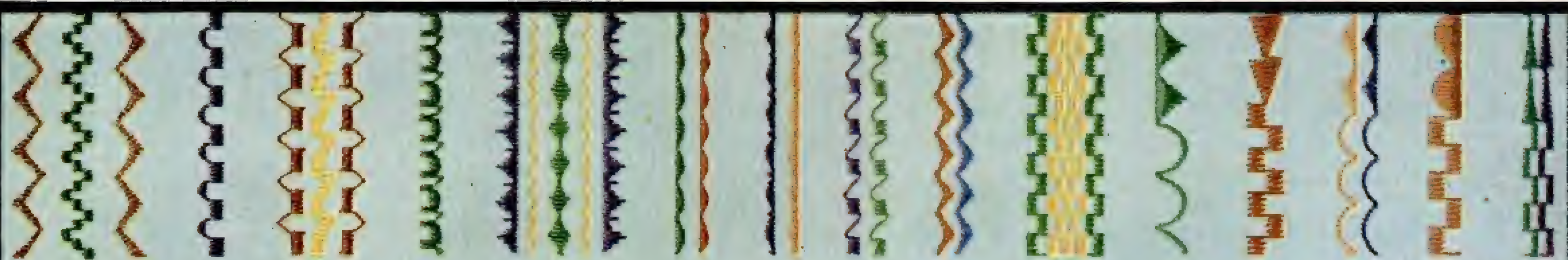
The Custom Ranch Wagon

This Western brown vinyl pattern is but one of four new upholstery schemes available. As in all Ford station wagons, there's loads of space in the rear for hauling.

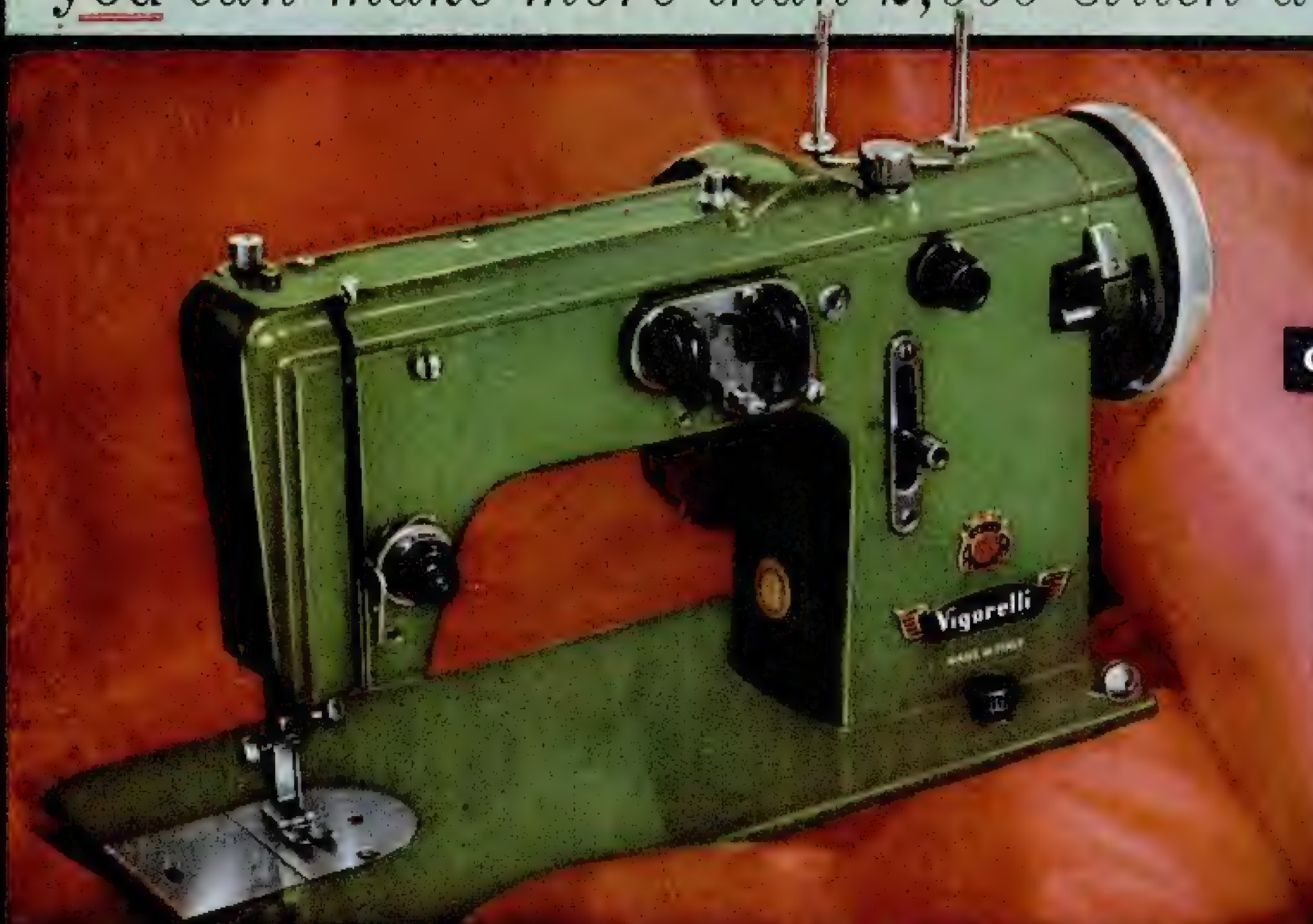
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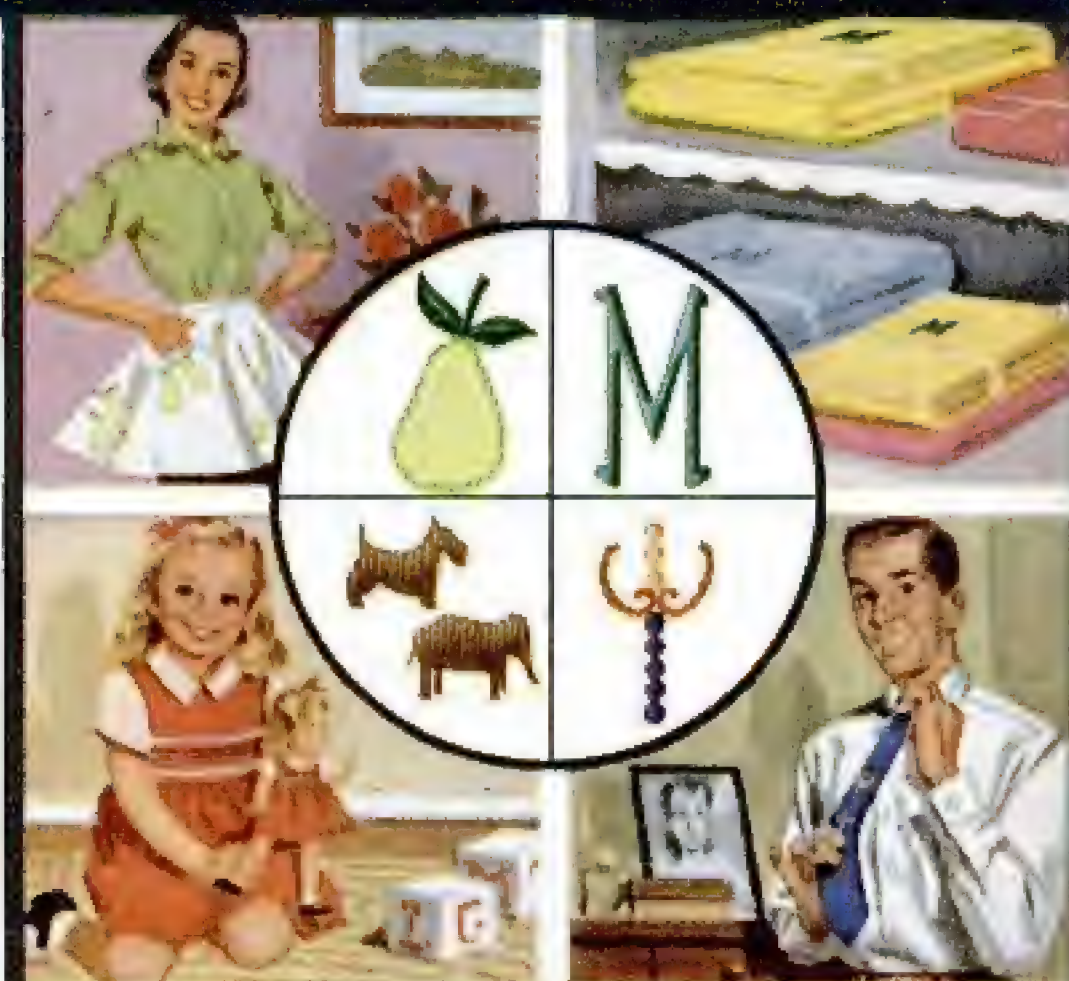
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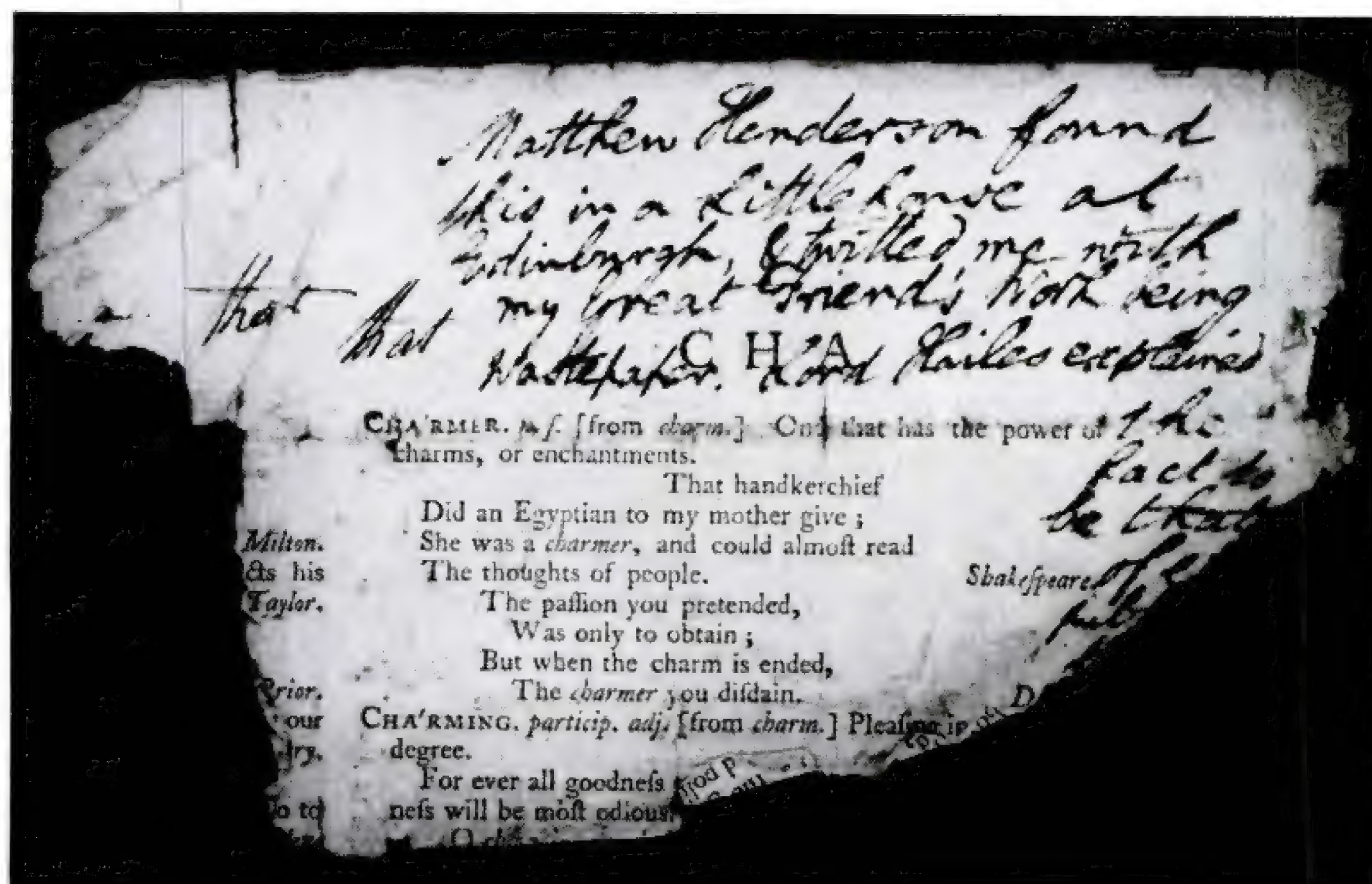


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DICTIONARY SCRAP shown at Columbia was given to James Boswell, who wrote on it, "Matthew Henderson

found this in a Littlehouse [privy] at Edinburgh, & twitted me with my Great Friend's Work being Wastepaper. . ."

SALUTE TO 'SAM'

U.S. celebrates 200th anniversary of Johnson's 'Dictionary'

Just 200 years ago this spring, one of the great events in English literature took place in London when Samuel Johnson published his monumental *Dictionary of the English Language*. On the bicentennial of its publication the dictionary was getting almost as much attention in the U.S. as it got in London the day it was brought out, April 15, 1755.

As libraries opened commemorative exhibitions, Columbia (above) and Yale displayed material from the world's biggest Johnson collection, owned by Mr. and Mrs. Donald Hyde of Somerville, N.J. At Yale, where Johnsonians drank to his "immortal memory" (below), some rare Johnson notes were exhibited for the first time ever (p. 166).

It was all fitting tribute to the choleric, vastly

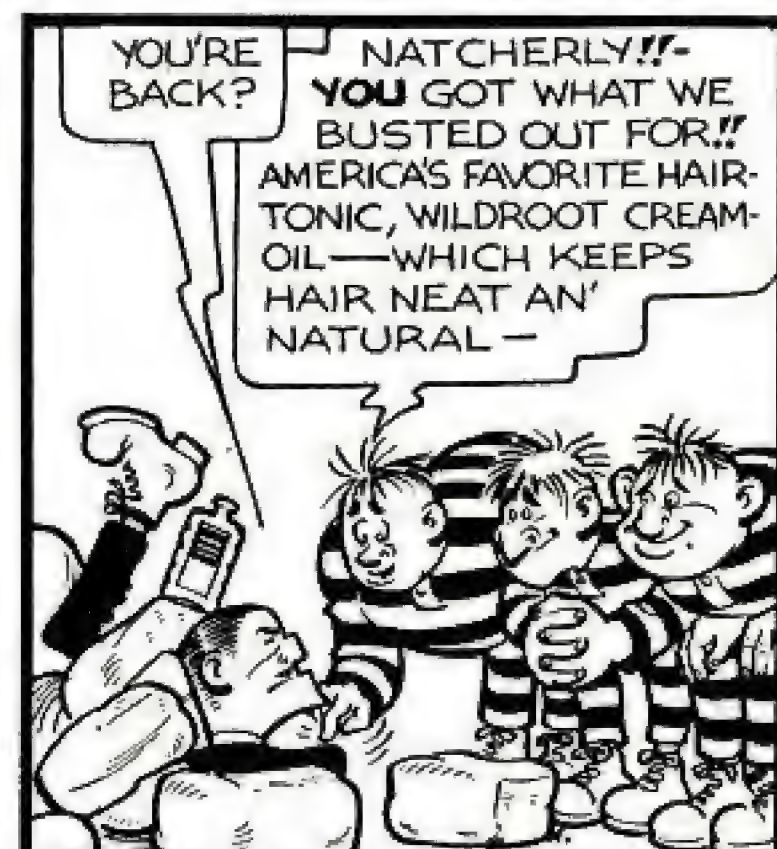
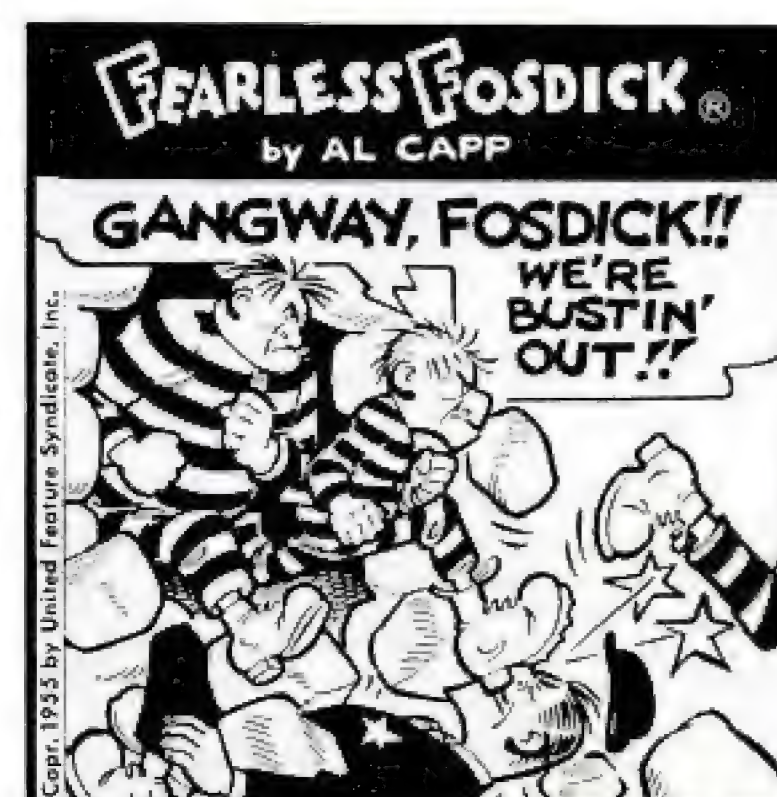
erudite man who put in nine laborious years on the task he had hoped to complete in three. Johnson managed to define his 40,000 entries with a precision never before accomplished. Where another dictionary had defined wheel as "a round utensil for various uses," Johnson called it "a circular body that turns around upon an axis." He made an even greater contribution by introducing for the first time a rich variety of examples of how words have been used by great literary figures.

Johnson's *Dictionary* became an immediate literary sensation and established him as the literary lion of his time. More important, it became the model for the next great lexicographer, Webster, who produced his own epochal work 73 years later.



SCHOLARS' TOAST is offered as Johnson experts solemnly face his portrait hanging in the book-filled house

of Herman W. Liebert, assistant to the Yale librarian. The room has 1,500 volumes which are about or by Johnson.



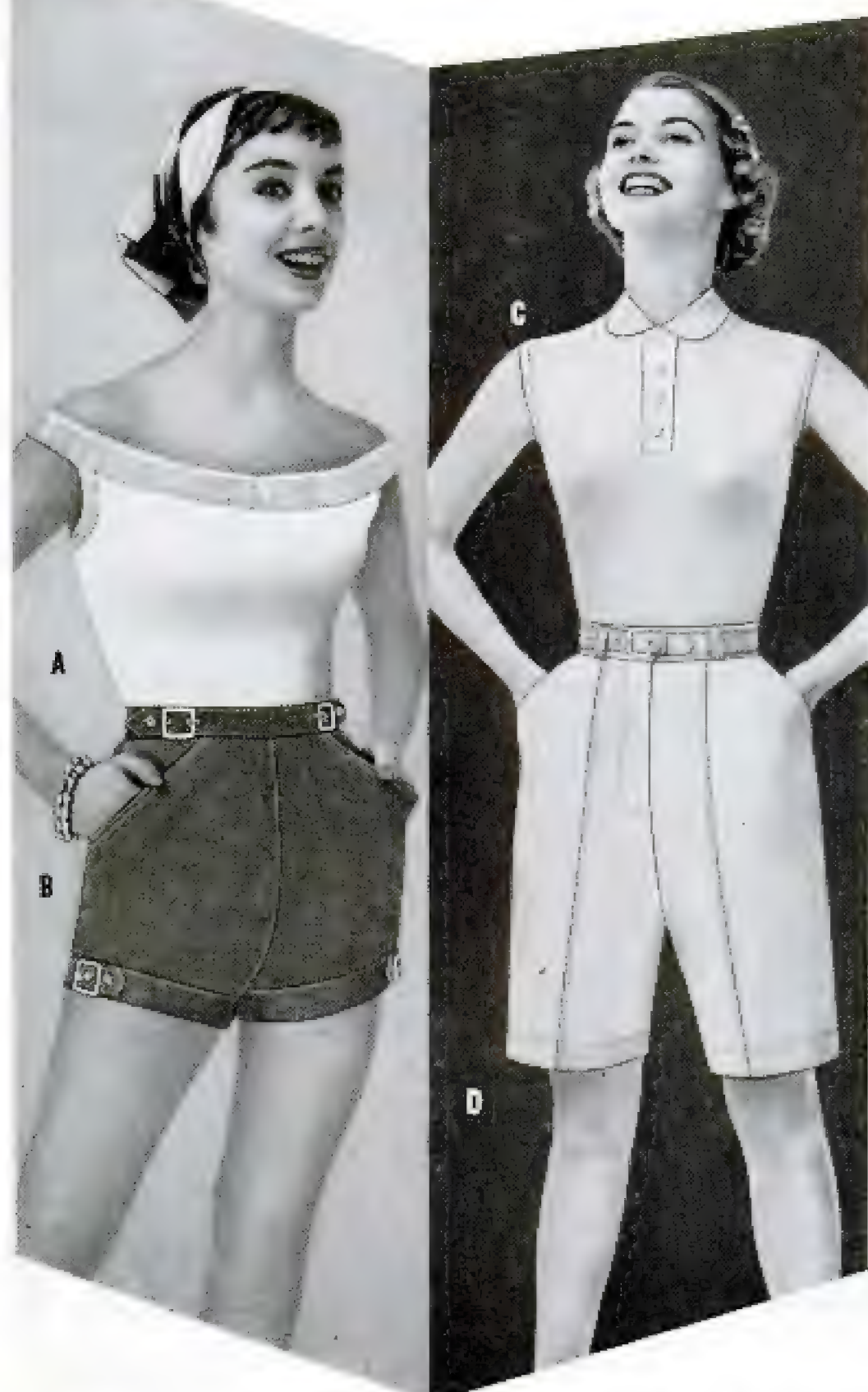


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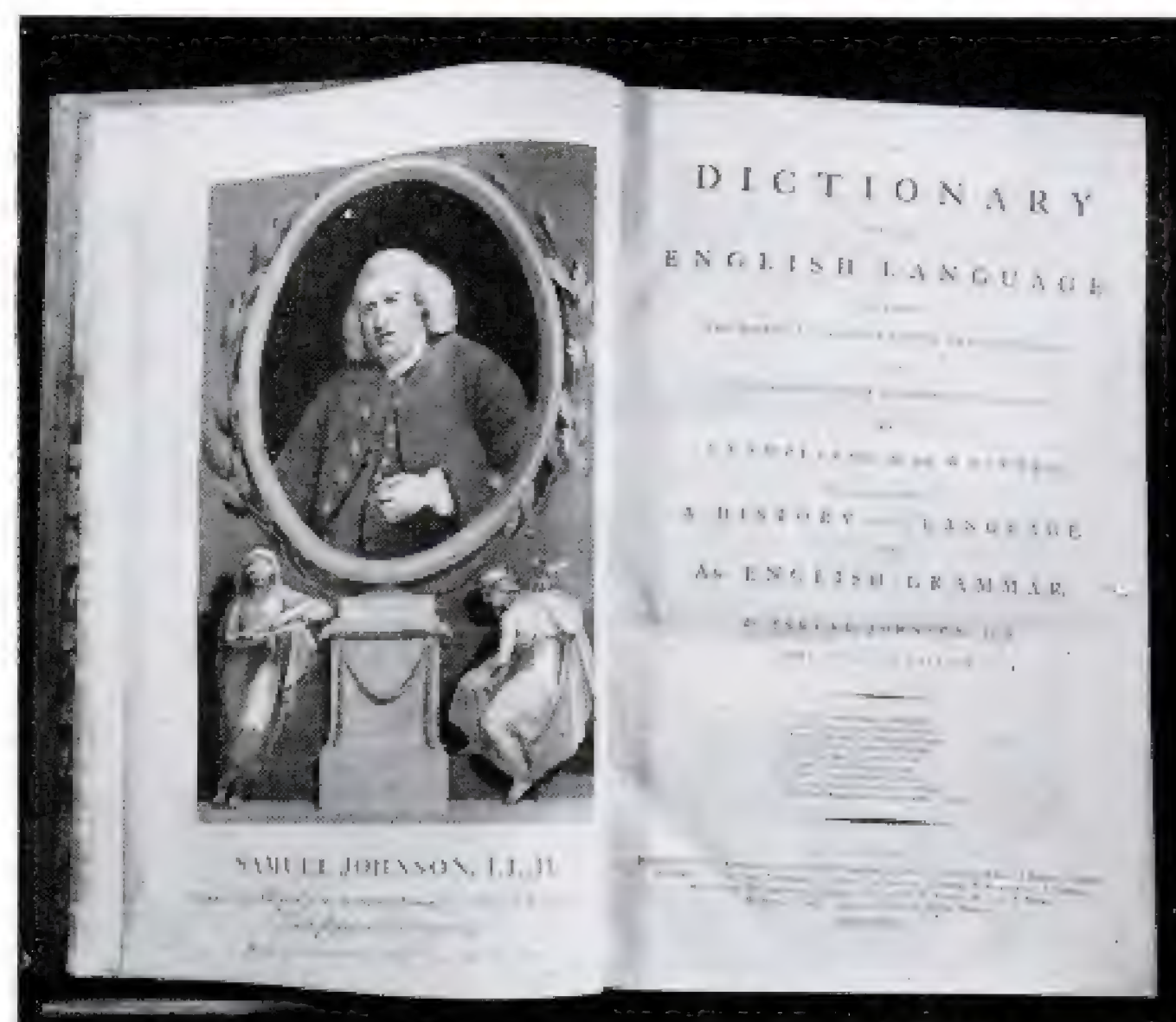
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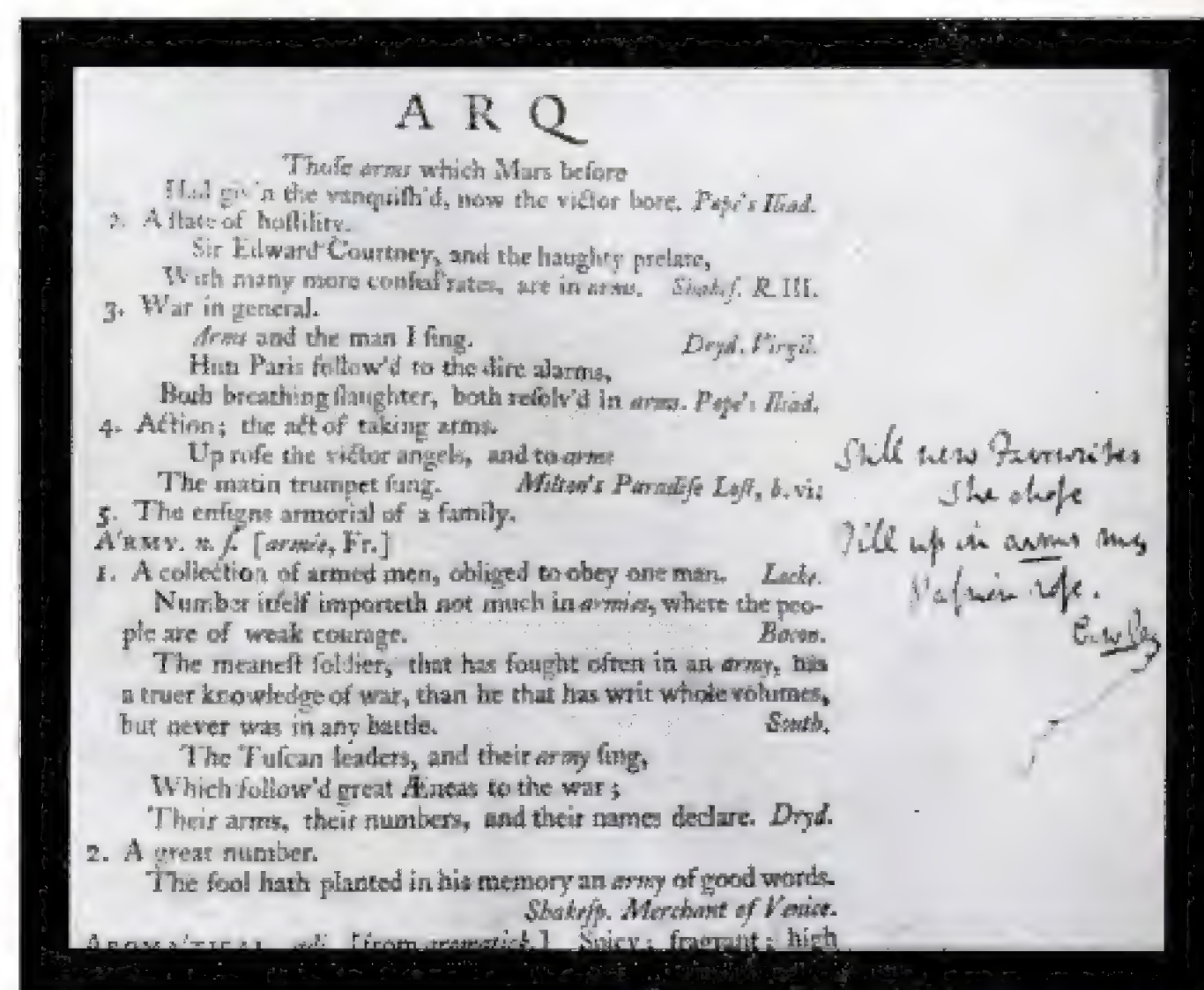


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SALUTE TO 'SAM' CONTINUED



1785 EDITION of the *Dictionary* was the first to contain Johnson's portrait, taken from a Reynolds painting. The authorized publishers decided to include the engraving because another printer had pirated the *Dictionary* and brought out an unauthorized version of the book with a Johnson portrait in it.



JOHNSON'S HANDWRITING on *Dictionary* page shows plan for adding quotation from Poet Abraham Cowley on usage of noun "arms." It reads: "Still new Favourites She chose! Till up in arms my Passion rose." Now in Gimbel collection, it is one of few known examples of Johnson's own notes.

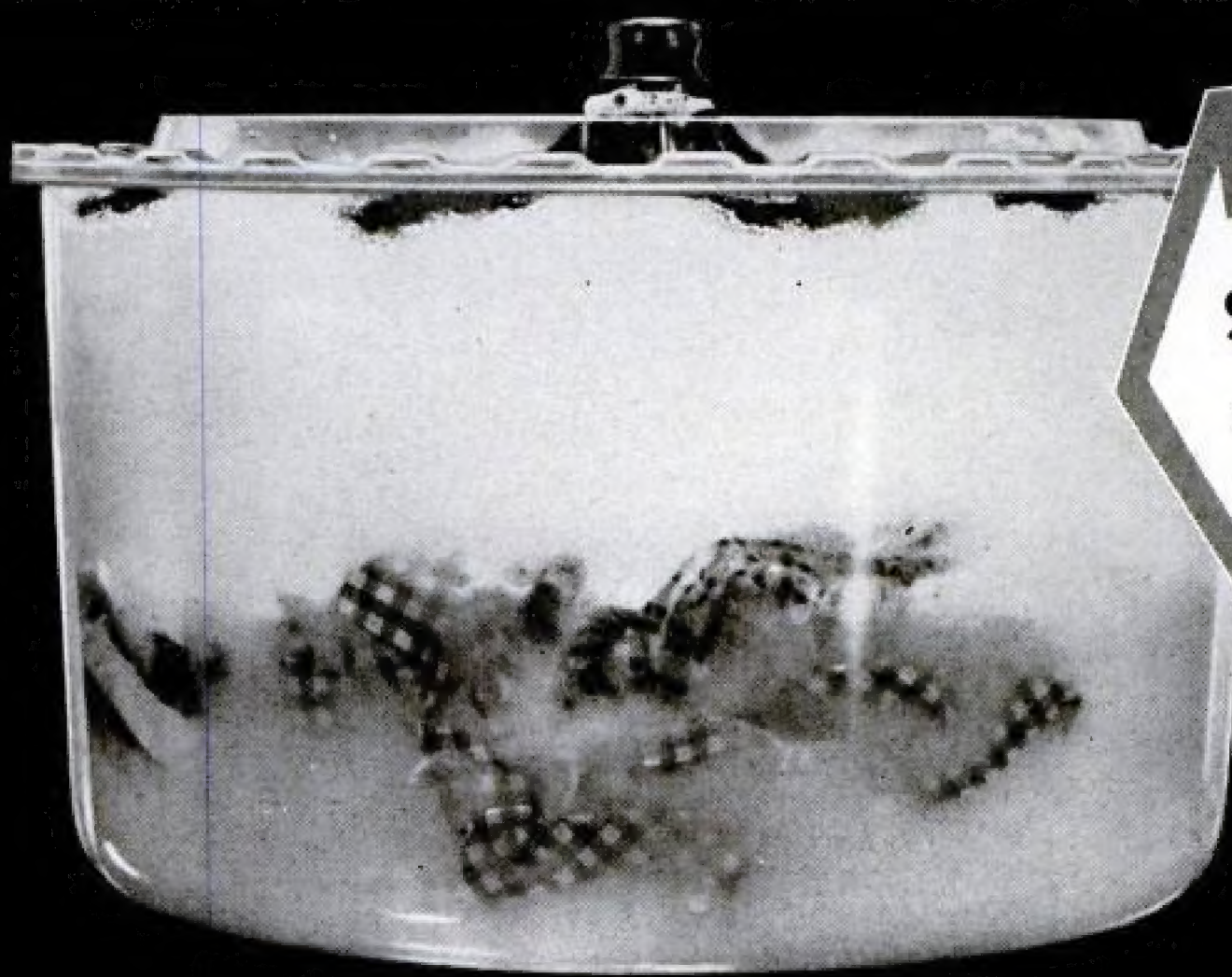


JOHNSON ENTHUSIASTS talk about the doctor—Gwin Kolb (left) coauthor of new definitive book on *Dictionary* and Colonel Richard Gimbel, collector.



Actual photographs of transparent automatic washers prove:

No thick-suds detergent can wash so clean yet rinse as free as all



See how harsh, thick suds smother the washing action...clothes can't get as clean

Old-fashioned thick-suds detergents make such a heavy blanket of suds that clothes can scarcely move. And how can clothes get really clean if there isn't free and easy movement through the wash water? (Danger sign: These thick suds can overflow and damage expensive automatic washer parts.)

Soapy suds like these just can't be rinsed away completely. They cling to fabrics and can deposit a dull, sticky suds scum. That's why clothes washed in thick suds can turn out so disappointingly grey and only half-clean.



Now see how **all** with gentle "controlled suds" permits free washing action...gets all the dirt out

all lets clothes slosh around in the water the way they're supposed to . . . getting out every bit of dirt. No thick, soapy suds in this picture. Little wonder automatic washer makers prescribe all with "controlled suds" for best results in their machines!

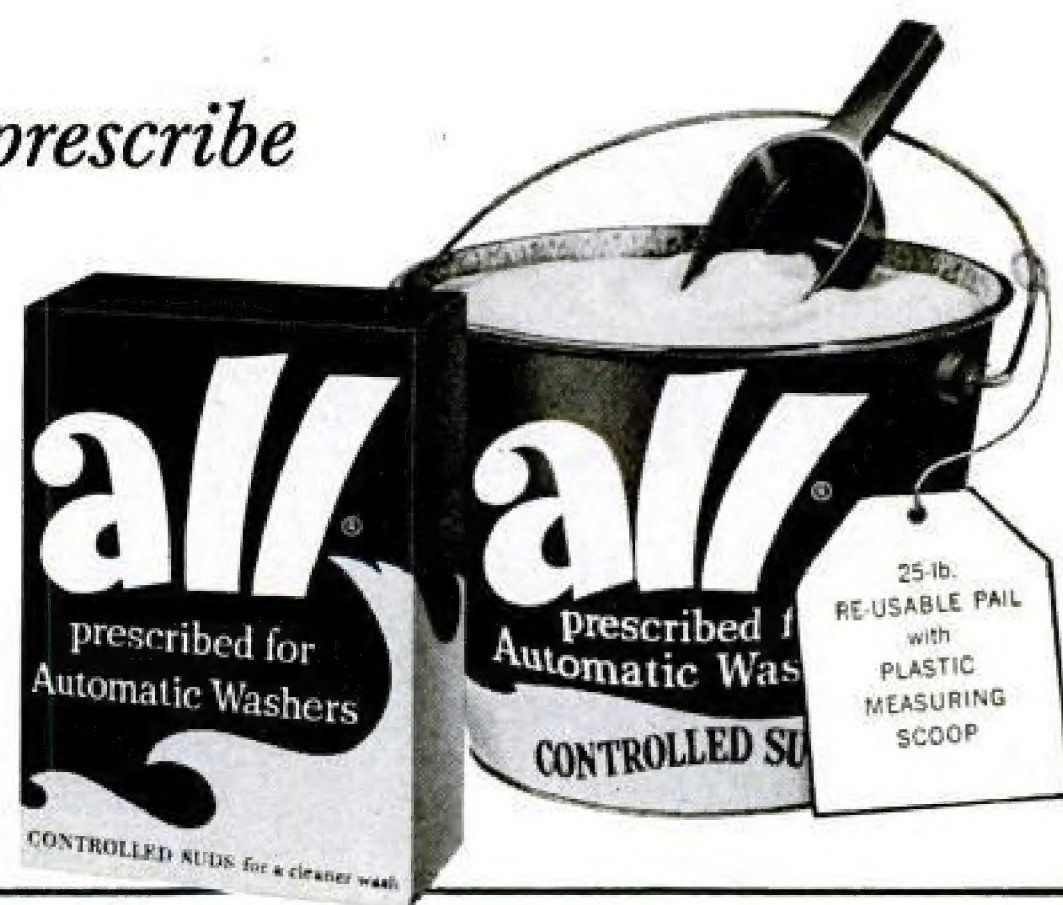
And, during rinsing, *all* disappears completely, taking all the dirt right down the drain. No wonder clothes washed with *all* are always so fresh and sweet . . . so completely, immaculately clean!

That's why automatic washer makers prescribe

***all* with "controlled suds"!**

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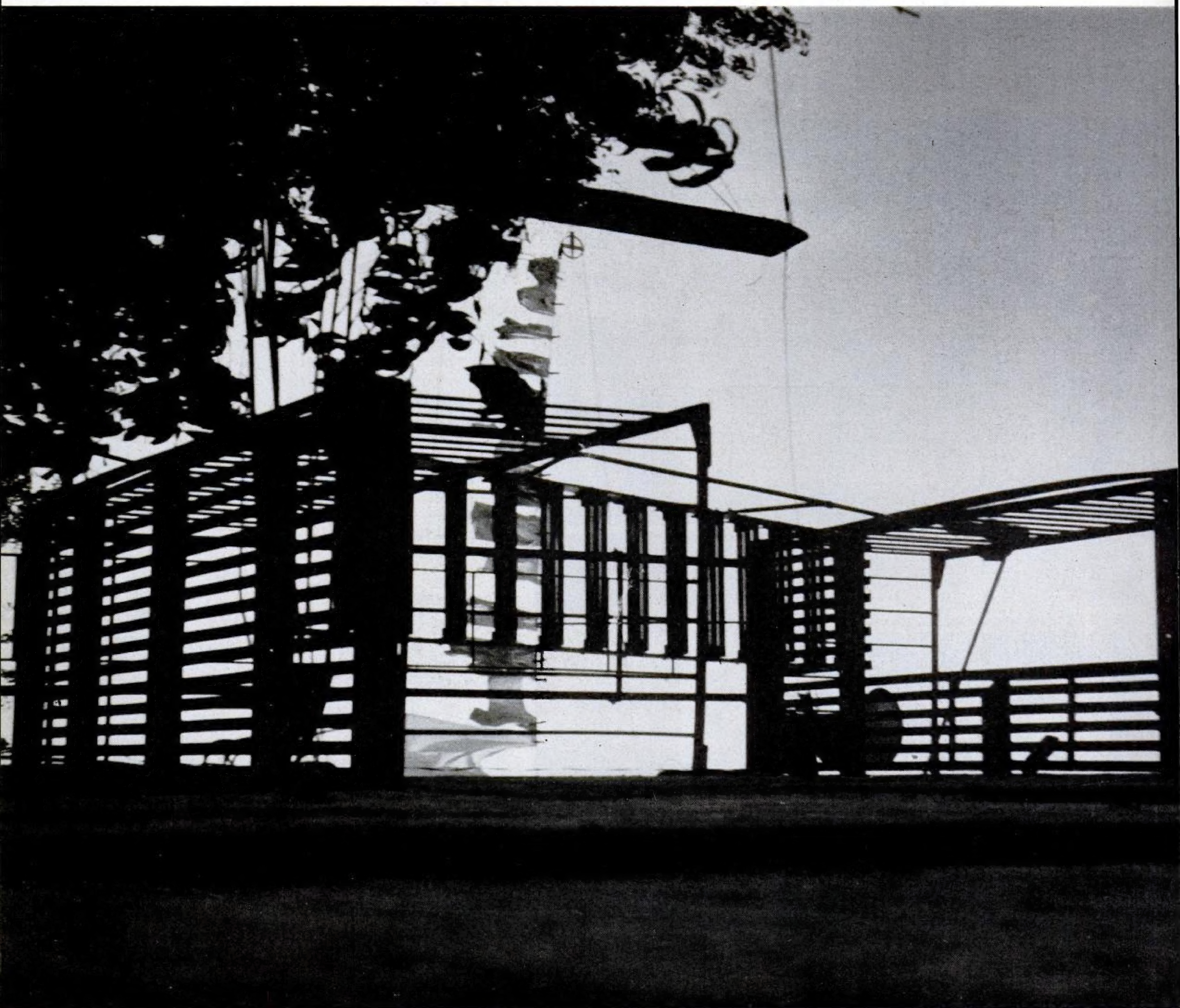
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MODERN HOUSE

In their craving for spaciousness in these crowded times, many home buyers cherish the openness of modern architecture. This picture shows an excellent example of modern design, with huge windows and latticed walls giving illusion that the rooms are bigger than they are. The picture above contains another illusion. To find out what it is, turn the picture on its side.

FIRE ESCAPE

In their craving for quick departure when somebody shouts "Fire!" city dwellers cherish that unsightly architectural appendage the fire escape. Photographer Don Skier recently leaned from his New York apartment and took this picture of a fire escape and a neighbor's wash. Turning it on its side, he found he had a modern house as described at the left.



ALFRED GLASSELL, JR.

One of the biggest names in big game fishing, he has three times established the world's record for black marlin. His latest, greatest catch: a 1560-pounder taken off Cabo Blanco, Peru.



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